THE COIN MACHINE REVIEW

THE BUSINESS MAGAZINE OF THE COIN MACHINE INDUSTRY

•

January, 1950

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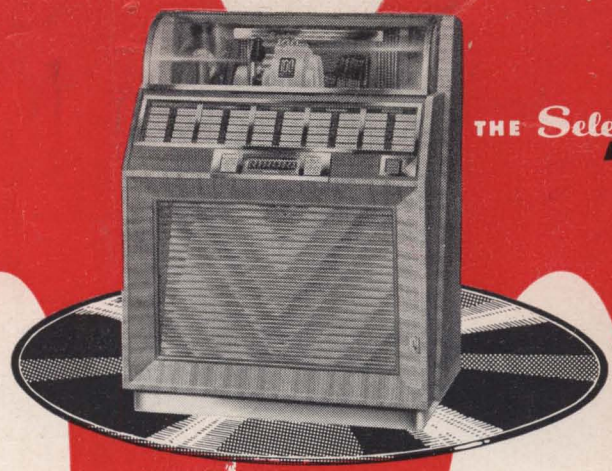

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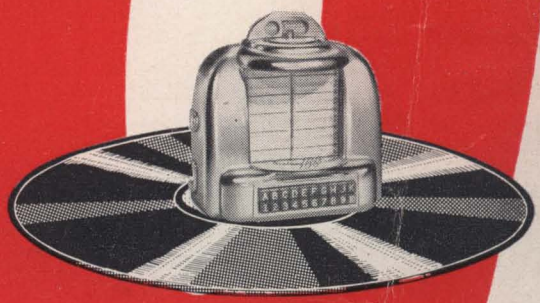

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The 198th Consecutive Monthly Issue of the

COIN MACHINE REVIEW

PAUL W. BLACKFORD, *Editor and Publisher* WALTER W. HURD, *Executive Editor*

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PROMOTION YEAR

If there is one objective that stands out above all others, to engage the attention of all segments of the Industry in 1950, it is the ideal of making the new year a promotion year. The need is to join some of the aggressive leaders and initiate active programs all along the Industry front.

It must be admitted that there has been a slowing up, a weakening in the aggressive spirit that should be felt in a growing business, as most members of the trade awaited whatever adjustments the country might make after the war.

The big majority of trade and business leaders now think the nation has pretty well leveled off and that business in the future will be gained chiefly by going after it in more vigorous fashion.

In these four years of adjusting, a lot of constructive ideas for promoting the coin machine business have appeared in various parts of the Industry, and if these ideas can be grabbed and spread among much larger groups of operators, and individuals, then 1950 can be made truly a big promotion year.

1. The automatic vending trade has had a supreme achievement set before it in the program of the National Automatic Merchandising Assn. which made Salesmanship the central theme of its 1949 convention. Salesmanship is promotion and promotion is salesmanship and NAMA is doing much to show what an organized program can do.

The goal is to help the operator in every way possible to sell himself, his machines and his business to the public. And when the operator accomplishes more in the way of better salesmanship, it spreads prosperity all along the line.

2. Various state and city organizations of music operators have also shown what can be done by the group and also by individual operators in promoting increased patronage of music machines. These tests have shown that music play can be built up by constructive promotion and some good ideas have also been tried out. Now, the Music Operators of America is rallying the music trade to spread these promotional ideas to music operators all over the land and to give them special emphasis in a national music convention, March 6-8.

3. A new pace in the Industry for promotion of patronage and of direct appeal to the public has been set by the shuffleboard business. All in the Industry hope that the promotional spirit and ideas gained in this branch of the trade can be perpetuated and also used to inspire the whole Industry. Much credit must be given to aggressive manufacturers for the strong promotional work in the shuffleboard field, and maybe the lesson to be gained is that manufacturers of machines, accessories and supplies must spark the fire that puts real promotions into being.

It holds true in all industries that manufacturers of equipment must more and more aid the purchasers of such equipment in getting customers, especially as the coverage becomes more national. So, the promotions of manufacturers of shuffleboards will be of double interest to the coin machine trade, perhaps offering many suggestions as to what might be done to boost the patronage of various types of coin controlled devices.

Another phase of the shuffleboard promotions is the use of the devices to increase the business of the establishment as a whole. There was a time when much more was heard about how amusement games, music machines, etc., in a place of business helped to increase the business of the place, pay the rent, and other advantages. Let's get the business back to its original vim and vigor and promote the various types of machines for the good that they do to the whole volume of trade in a location.

The writer has suggested for many years that one of the strongest fighting pleas for music machines and games is the aid that such devices give to independent stores, which means small business men.

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There is a lot of activity going on now, and in the next Congress, for the small business man. It's a good time for the music and games people to get in there and fight in the general cause.

Something of the pioneer fighting spirit is what is needed to make promotion click. Operators will gain most from good promotions in 1950 and they are the ones who must support the Industry programs.

First Steps In Public Relations

Point 1. — To foster and encourage localized public relations programs for the good and welfare of the Industry.

The COIN MACHINE REVIEW Platform was introduced to our readers in the September issue. It was not by accident that the first point in this service platform was chosen to relate to public relations, and to suggest the best field where public relations can be carried on.

The local field is the best field for real public relations work and local operators are the ones who must do that work, if it is done constructively. Much has been said over a long period of years about the need for a general Industry-wide public relations program, and some very worthy efforts have been made in that direction.

By putting local public relations at the top of THE REVIEW program for the promotion of the welfare of the Industry, it is not with the idea of taking away in the least from any general or national programs that may be announced by organizations within the trade. All such programs that have the aim and purpose to help the Industry will be boosted. They are important and necessary, if the business is ever to come into its own.

But they will not take the place of local work that must be done by individual operators and also by local organizations. The more operators work at building up a better reputation for themselves and for the trade in their own local territory, the easier it will be for national programs to be carried on and to accomplish big results.

We are all generally inexperienced in effective public relations work. Everyone in the trade will admit that the public's opinion of the Industry as an industry is none too good. Everybody in the business would like to see a much better public understanding of what the Industry is and what its real service is in the business world.

If this better public understanding existed, every operator, distributor and manufacturer in the trade feels that he could make more money. Thus, good public relations has a money value, will add to the earnings of each operator who owns or manages a route.

It is no sign of weakness to admit that the Industry is generally weak in its understanding and experience in public relations work. Many other industries are still in the same boat, or have come through a long period in which the public did not understand, and during which time the Industry in question was subject to adverse publicity, adverse legislation, and so on.

In recognizing the shortcomings of the Industry, then we can begin to get down to bedrock and to lay foundations for future work and accomplishment. As mentioned, some very worthy accomplishments have already been marked up and a number of organizations already have commendable programs that deserve support.

But in all cases, we come back to the individual operator, the man in the ranks as in an army, the man whom the public sees most often, the one who can influence scores of people either to think better or worse of the Coin Machine Industry as a business enterprise.

First of all, the operator may be inclined to forget that he really is, and must appeal to the public as most other industries do. The operator deals with location owners and locations, machines and repairs, but at the same time the money put into the machines comes from John Q. Public. The masses of the people are the prospective customers and machines are made to appeal to them.

While the machine itself is most often seen by the customers who patronize the business, yet the public knows there are men who own and presumably service them, and in back of every person's mind who patronizes a coin-operated machine is some kind of picture of what sort of man the owner-operator may be. The main object in public relations is to give the customers a better picture than they have had in the past of the men who make up the rank and file of the Industry.

For the better opinion people have of the rank and file of the men and machines that make up the Industry, the more often they will patronize the machines.

It is nothing new to point out that each operator, in his own bailiwick, largely makes up the public mind about the business as a whole, and that he also must carry the burden of upholding the good name of himself as a business man and of the Industry as a whole.

The real need is to encourage operators in giving more attention to this matter of public opinion, to enlist as many as possible in an organization that carries on an unending program aimed at creating more public favor for the business.

A trade paper can do a lot in encouraging constructive effort, in passing on information and example, and in

The COIN MACHINE REVIEW PLATFORM:

1. *To foster and encourage localized public relations programs for the good and welfare of the Industry.*
2. *To support adequate national trade associations and advocate the formation of local and regional associations to affiliate themselves with the national for mutual benefits.*
3. *Promote, encourage and publicize a National Coin Machine Week, to be set yearly to correspond with the week during which the national Industry show and convention is held.*
4. *Promote, encourage and publicize a National Automatic Merchandising Week, to be set yearly to correspond with the week during which the national vending machine trade convention is held.*
5. *Encourage and promote standard distributing firms and practices within the Industry whereby the maximum protection is guaranteed the operator in the sales and servicing of new products.*
6. *To oppose unfair and discriminatory taxes of all kinds on coin-operated devices and services.*
7. *Urge the repeal of the federal excise tax on coin-operated machines.*
8. *Encourage a uniform decimal system of coinage in all nations to promote the use and export of coin-operated devices.*
9. *Encourage the wider use of coin operation on new devices, services and inventions.*
10. *Publicize the immense benefits of coin-operated devices and services to stores, factories and establishments of all kinds.*

offering some inspiration to operators in their efforts to help the cause along. That is why THE REVIEW is undertaking to gather suggestions and ideas from many sources and to anaylze them as they come under the points outlined in our program for the Industry.

We have never lost sight of the fact that the operator himself actually does business with the location owner, and seldom comes in actual contact with the public in a business way. Some of the members of the trade who have accomplished most in building up local good will say, however, that from a purely selfish business point, every operator should seek to come in contact with more people locally.

Especially should the operator seek to make more public contacts by enlisting as a member in local civic, fraternal, charitable and patriotic organizations. To join these various organizations costs money, it is true, and to be active in them requires a great amount of time. Every operator would have to be the judge of how much he can spend on such activities, investing what he feels will yield a good return on the investment.

There are people in the trade who have done this sort of thing as a matter of policy, and they say to a man that it pays well in personal satisfaction and in concrete business returns also. They say also that there are very few operators who actually make intelligent planning and effort to get into public and community activities that would help the community and also win good will and credit to the operator and his business.

So, maybe this is the first lesson, the first step for the average operator who wants to do public relations. He will take note of his city and the most influential organizations in it, and carefully plan what and how many he can enter, or support in some way, not only for the good he can do as a citizen but also because it will help him to get more locations, and make more money.

Since operators must deal directly with location owners, it is always a point of good business to go where location owners go, to get into some of the organizations and programs that the average location owner gets into. Nobody knows better than the operator that a lot of location owners are heels, have no interest in the betterment of the community or anything else, but at the same time those that stay in business must cater to the public — the same public that patronizes our coin machines.

So, follow the parade of location owners. And the man who wants to be a successful operator will naturally follow the most successful location owners, or maybe prospective locations. In so doing, the operator wins location owners and also wins public favor. Two birds with one stone.

• The Economic Picture •

A condensed report on business today and how present trends affect the Coin Machine Industry.

Operators will probably differ as widely about what to expect in 1950 as do men high in the business world, and also the economic experts. There are still debates as to whether we will have inflation or deflation.

There will be a lot of financial and business reports of corporations during January and February to give a final picture of what actually happened in 1949. Some of these will be of direct interest to the coin machine trade, particularly the reports of suppliers. Some of the large coin machine manufacturers also issue financial reports, including Mills, Wurlitzer, Rowe, Automatic Canteen, ABC Vending, etc., that are published for public information. Reports of these firms have shown a favorable upward trend in recent months.

Operators may note with interest a statement by a Coca-Cola official to the effect that the recession in 1949 cut total sales of soft drinks below the high level of 1948.

As stated in this column last month, the nation quickly recovered from the major strikes in steel and coal. Many of the experts think that the boom which started early last fall will not return but that business will move along another year as in 1949, with many spotty conditions and adjustments in different industries. Financial newspapers call attention to the many props to business that will keep the country going ahead and gaining in the over-all picture.

Some retail organizations have lately called attention to the possibility of recession in 1950, saying that lower farm income will cut buying power in terms of billions. Farmers themselves are beginning to talk more about recession. But 1950 is important politically and stronger government support will likely be given to farm prices. Operators in cities in the big farm territories will probably hear a good deal about the farm problem.

Lots of cash for veterans helped Christmas trade and will also help start 1950 off in better stride. There are reports that this extra money is not helping coin machines much since veterans all have some definite plan for using the money.

The 1949 convention of National Automatic Merchandising Assn. showed a good spirit among manufacturers of many types of machines, with the good prospect that some real expansion in use of newer types of vendors will be made in 1950. Now, a music convention is just ahead and it should help to spur the music business on to a better year. And a general convention in June will rally the Industry for the second half.

A review of some of the many factors that influence business, including the coin machine business, follows:

AUTOMOBILES—NAMA, at its annual convention, made a big step forward in inviting auto and truck makers to display their equipment. This gives recognition to the transportation cost problem which all operators must meet. Report is that auto industry plans same high level of output in 1950 as in the year just closed. Steel strike held up price cuts that were scheduled to come, but outlook is that general price cuts will come in mid-1950. New cars—three years old or less—are only about one-fourth of total in use; half of cars in use are 10 years old or more. High level of auto industry will be a big prop to business during 1950.

BANKS—Loans to business began to decline late in November, after a rising period that started last August; demand deposits were increasing around Dec. 1 but total bank clearings (checks) had declined for a period of three months. Money in circulation made a seasonal increase before the holidays, but total was below a year ago. Convention of Investment Bankers Assn. reported most signs for 1950 as on the favorable side, even foresee some hope for tax cuts.

BUSINESS FIRMS — Business failures reached the high for the year last April, and have fluctuated up and down since—but the trend since April has been a decline in total failures. Total is still well below the rate of failures in 1939. Failures are chiefly among new concerns, about 70 per cent being firms that started since the war.

CREDIT—Buying of autos on credit climbs about 4 per cent in one month. When records are in, 1949 is expected to set a record in consumer credit. But the rate of increase in credit volume definitely slowed up in 1949; repayments are increasing. Low interest rates aid credit sales. Operators may gain in buying equipment in 1950 both in reductions in prices and also some increases in credit on new equipment.

CONSTRUCTION—From the operator's standpoint, the construction outlook is unfavorable. The downward slide in new factories, new business establishments of most kinds, is expected to continue. The first three months of 1950 are expected to show a decided slowing in capital spending. New schools, hospitals, etc., will gain at a rapid rate, according to reports. The usual trend was reversed slightly in November, when an increase in new stores, restaurants, filling stations, etc., was reported.

EMPLOYMENT—At the time of this review, employment totals were still recovering from effects of major strikes. Official reports show that industrial (factory) employment was on a downward trend in the fall, even if the strikes had not happened. This trend will be watched with some anxiousness in early 1950. Reports from operators late in 1949 would agree with the report that factory employment was off.

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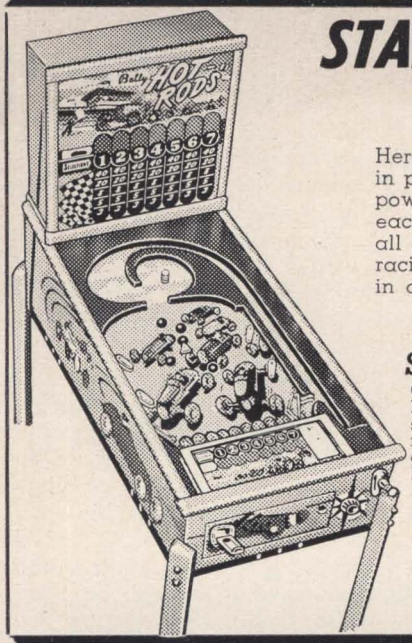

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Non-factory employment is said to be taking up the slack and all predictions for 1950 are on the favorable side. But employment gains are not keeping pace with new workers due to population gains.

Man-hour output is gaining and poses a problem in employment; average weekly earnings of factory workers increased during most of 1949; personal income for 1949 set a new record; wage rates are expected to continue at a high level.

FARMERS—Retail trade leaders are beginning to say that the weak spot in the national business picture is farm income, which is declining and reduces buying power. Suppliers of vending merchandise and also operators of vendors say farm prices are still too high—on sugar, tobacco, peanuts, etc.

GASOLINE—On this phase of operator's transportation costs, the outlook is becoming more favorable. Some price reductions have already been made and more are expected in 1950, even though small. The average gasoline price, however, advanced one cent per gallon during the past year—the average on Nov. 1 being practically 27 cents per gallon. Demand increased about 5 per cent in 1949 and is expected to increase about the same in 1950; supply outlook is considered ample. Oil industry says taxes are the real problem in gasoline costs.

GOVERNMENT MONEY—Cash to veterans will help as the new year starts off; bigger defense spending, RFC loans, and European aid is expected to come to the aid of business in a big way by spring. Government money may weaken on one front, however, as unemployment funds are reported as about exhausted in several areas.

MATERIALS — Purchasing agents report most materials readily available, except for the temporary upset in steel which is expected to end by Feb. 1. Prices began advancing by November, especially on lumber, copper, brass. Purchasers said the anticipated lower prices on materials may be put off "for some time." Operators will see in this general report a problem that faces manufacturers of coin machines.

PROFITS — For industry in general, profits for the third quarter of 1949 were about 16 per cent below the average for the same period in 1948, but were about 4 per cent above the second quarter of the year; auto makers headed the parade for increased profits.

PRICES—Price announcements at the annual NAMA convention revealed that reductions are still a minor factor in the equipment and also supply field. Some comments on price trends in the general business picture have already been made in this column. The best guess for 1950 is that the price level is likely to remain quite stable—well above the prewar level; living costs are expected to remain about the same, although lower food prices are predicted.

Although operators generally are understood to want to see real price declines all along the line, one of the conservative business reviews says: "Stable prices will help to keep the good times going."

PEOPLE—The increasing gains in population must now be reckoned with as a big factor in business, and many industries and lines of business are not making the gains that population gains should cause. This is a weakness in the business picture that may prove serious in the future. Some factors, such as insurance companies, social security, etc., pile up billions due to population gains, while other lines of business are not capitalizing on the population increase.

RETAIL TRADE—The major strikes upset the normal trend for two months; reports on final holiday trade were not available for this review.

STOCK MARKET—For the year 1949 the stock market ran a pretty favorable course. Dividend payments by corporations are firmly expected to increase over 1949, so another good year should come to the stock market.

SMALL BUSINESS—Congress is almost sure to consider guaranteed loans to small business firms, on the same basis that guaranteed loans are available to large firms (under RFC) and to farmers. Such a step would aid many operators and small firms in the coin machine trade that may get in a tight place. Small business will get a better hearing in the next Congress than in the last two sessions.

TAXES—Operators will probably hear more, and think more, about excise taxes than other forms of federal tax. Now is the time to get ready to fight for repeal of the federal tax on music machines and games. Some states are also threatening increases in cigarette taxes in 1950.

The Review Calendar...

IMPORTANT DATES

Jan. 1	—New Year's Day.
Jan. 6-15	—Canned Citrus Promotion.
Jan. 15-30	—March of Dimes Campaign.
Jan. 17-23	—National Thrift Week.

CONVENTIONS

Mar. 6-8	—Music Operators of America, first annual convention, Palmer House, Chicago.
Mar. 26-31	—National Assn. of Tobacco Distributors, annual convention, Palmer House, Chicago.
May 31-June 3	—National Candy Wholesalers Assn., Hotel Commodore, New York City.
June 4-9	—National Confectioners Assn., annual convention, Grand Central Palace, New York.
June 26-28	—Coin Machine Institute, annual convention, Stevens Hotel, Chicago.
Nov. 15-18	—National Automatic Merchandising Assn., annual convention and exhibit, Palmer House, Chicago.

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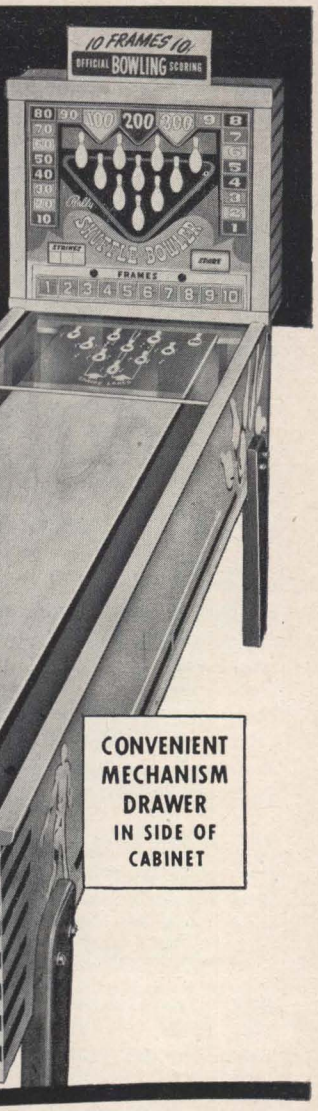

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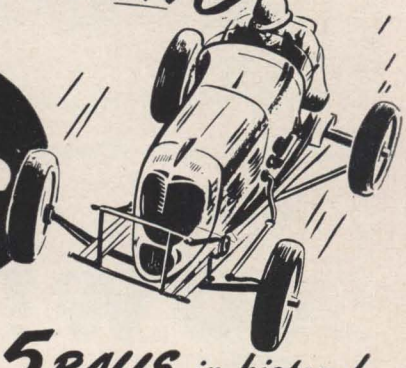

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NATIONAL "On-The-Spot" OPERATING REPORTS

The PULSE BEAT OF THE COIN-MACHINE INDUSTRY

Cincinnati

Reported by GEORGE KEITH

With promises of labor peace, and predictions from many sources of a good year, the local Industry is viewing 1950 with hope.

It is felt that the new year will see the long-promised leveling off in the coin machine field. It is believed that manufacturers will produce fewer, but better models of all kinds of automatic vendors.

Several large industrial plants now under construction will provide thousands of new jobs for possible vending machine patrons.

Automatic Music enjoyed another fairly good month, the third in a row, with receipts better than in the previous one. A note of optimism prevails for 1950, offset by the fear of unsettled employment conditions.

APOA president, Charlie Kanter's *Tell Me Lies*, which started off with a bang, is said to be holding up well, and will be billed as the Hit of the Month, both here, and in Cleveland coin machines in January.

Amusement games were patronized about as well as music, in spite of the fact that folks started gift buying early. This branch of the Industry has had heavy tax burdens thrust upon it. Norwood and Cheviot, which adjoin Cincinnati, are using this means to increase their budget funds (statistics on taxes next month probably).

Shuffleboard play, while brisk, continues an unknown quantity here, with the prospect for 1950 rather unpredictable. No tournaments have materialized, and none contemplated in the immediate future.

Soft drink sales were as good as expected for the time of year, and in some cases exceeded expectations. Operators who know look for the early introduction of more big capacity cup vendors. Single selection machines, they say, will soon be passe, to be replaced by three-column affairs with change makers.

Experience has proved this latter feature definitely increases receipts, as the lack of a nickel has lost many a sale. It also reduces the nuisance potential in taverns and stores, where clerks hesitate to rob the till of change needed for larger sales.

Coffee and donuts have been popular in the past month, with temperatures down, and automatic sales were stimulated by the high price of coffee in the bean and the fact that most places charge more than 5 cents a cup.

1950 should be a banner year for coffee vendors unless something unforeseen occurs. At present operators are holding the line at 5 cents.

Milk sales continued to be good, and are described as holding their own.

Most operators do not believe soft drinks, coffee and milk to be competitors. Each drink has its adherents, with coffee-drinkers insisting on java, but also drinking something else besides.

Candy showed a nice increase over the previous month. Here, too, operators expect a weeding out of many types of vendors, and the standardization of larger type machines, which will not only offer a better selection of bars, but also make change.

Cigarette sales in the aggregate were as good as expected, but operators note a definite decrease in the per unit sales, so that it is necessary for them to place more machines than needed during the lush years. Prospects for 1950 are good, depending greatly on whether employment picks up and remains steady, as anticipated.

Popcorn, while doing about 10 per cent less business than in the same month last year, enjoyed a good increase over last month, which is the yard-stick by which operators measure this business here.

Increase in placements took an upturn last month, and good seasonal business is expected for 1950.

Scales may be expected to hold better than their own next year, if the number of locations is any criterion. Business for the past month was excellent, to fair, according to locality.

Chewing gum receipts were better than in the previous month, and conditions are expected to improve in 1950, especially in single stick and ball gum types.

Nuts went better than last month. Operators see a need for price declines in all kinds of nuts, as the public is inclined to shy away from peanuts, only, in machines. They demand a good mix, and unless the source can supply more of the better nuts at lower prices, the 1950 automatic vending prospect will not be as good as it should be.

Coin-operated radios in five local hotels are reported to have enjoyed a good year. The outfit which services these, reports only a normal amount of servicing is needed to keep them up to snuff.

Employment was stimulated by holiday hirings, which were somewhat offset by secondary lay-offs, many of which have now been called back to work.

Dollar sales in department stores here increased 5 per cent over the previous month, but were down 13 per cent from the same month last year.

Columbus

Reported by W. C. ARTHURS

With the Christmas season's arrival business took its customary upswing in many circles, with music box operators benefiting more than they have for some time. The usual run on Christmas music was seen. Some phases of the entertainment world were hit rather hard, however.

The labor situation remains for the most part "good." The diversified industry here helps maintain an even market so far as demand for jobs and people to fill them is concerned. To be sure, there is some unemployment, but in most cases there is work. The stores employing holiday help keep the flow of money going.

The Timken Roller Bearing Co. in five cities in Ohio, including Columbus, has been set back by strikes, with workers out during December. Here is an isolated hardship case for many local workers, but the resumption of steel and coal production (though the latter is scanty) kept many production workers on the job.

One place where music box operators and pin ball game owners have been reaping a golden harvest is down on the Ohio River at Ripley. The only loose leaf burley tobacco market in Ohio, Ripley has been the scene of sales of the leaf since late November.

Farmers stream into stores and banks with their cash returns. Taverns are overflowing and coin phonographs have been jumping to a shower of ready coin. Tobacco is king and people thereabouts are happy subjects. For a three-month sale period, the little town of 2,000 is a thriving beehive of activity. It's a good chance to cash in for many people.

Northern Music, Inc., with H. H. Wedewen, pioneer music man, serving as president and treasurer, and the appointment of the firm as Wurlitzer distributor for the Cleveland-Columbus area, was announced by Edward Wurgler, general sales manager for Wurlitzer.

Video still cuts into much local pin game receipts, with many operators still holding out for the expected decline in interest in the new invention. Business is settling down into the "watchful, waiting" phase, with ordinary profits not the expected result.

Shuffleboard has met much the same fate as the pin games and other similar coin-operated amusement devices. The early gains have been stalemated and placements of the game has been slowed considerably. Old devotees, like old Indians, "never seem to die."

Prices on coffee have been soaring with dizzy speed, like a jet-propelled plane. Retail prices on the canned beverage have hit perilously close to the dollar mark, about twice as high as they were. With 40 cups to the pound as an average, this means cost of coffee alone is two or more cents per cup. Restaurants have been hiking the price from five to seven or ten cents. Venders have been hit hard, with less amount in a cup the logical answer, unless a dime slot is installed. Many operators hesitate to raise the price here.

Soft drink sales have benefited as some purchasers hesitate, too, to pay more for java, when a nickel will buy a Coke or other drink.

Christmas always means a boom in general candy sales, especially now that the really good candies are available once again, and in larger sizes. The easing of prices has meant more profits for the operator. Chocolate products continue in good and high quality supply.

Cigarette sales took a late year upturn, after going through two to three months of relatively slow sales. William D. Bailey, supervisor of the excise section of the Ohio Department of Taxation, said that sales of cigarette tax stamps during the month of November, 1949, totaled $1,505,300, as compared with $1,455,558 in the previous year's similar month. This is an increase of $49,742.

For the year through the first eleven months, total sales were $16,229,287 in 1949, while for the same period last year total sales were $16,062,288. This is an increase this year of 1.04 per cent. So, it looks like more people are smoking every day.

The popcorn business, which has been stymied a little by the lack of really good corn in some cases, was set back further when 28 tons of popped corn was sprayed onto the St. Marys, Ohio, countryside during a fire which destroyed the St. Marys popcorn processing plant. Loss was estimated at $25,000. The company has contracts with growers in the area for 2,000,000 pounds of popcorn and plans to make good on the contracts.

Nut vendors did a better business in December. Ice cream vending machines slackened off somewhat, probably because of cooler weather.

Scales took an upturn after Thanksgiving and stamp machines profited by the holiday rush.

BUSINESS BAROMETER

DECEMBER 1949

	GENERAL BUSINESS	AUTO. PHONOGRAPHS	AMUSEMENT GAMES	SHUFFLEBOARDS	BEVERAGE VENDORS	CANDY VENDORS	CIG. VENDORS	POPCORN VENDORS	OTHER VENDORS	SCALES
Cincinnati	N	B	B	N	N	N	N	N	N	N
Columbus	N	A	B	B	A	N	A	B	N	A
Los Angeles	N	N	N	B	B	N	N	N	N	N
St. Louis	N	A	A	N	N	B	B	N	N	
Seattle	N	A	B	N	N	A	B	N	N	
Spokane	B	N	B	N	B	A	N	A	N	
Wash., D.C.	N	N	B		N	N	N	A	N	

N—NORMAL
A—ABOVE NORMAL
B—BELOW NORMAL

Los Angeles

Reported by PAUL BLACKFORD

Nineteen Forty-Nine was slipping out of the local operating picture as this issue went to press without any signs of creating any records of any kind. Operating in general has been so-so with most of the boys optimistic as to what the new year will bring. Sorely missed will be the January, 1950, show and the shot-in-the-arm it generally gives with the varied display of new equipment.

Those returning from the NAMA Atlantic City affair praised the layout but were disappointed in the lack of new equipment shown. "A few new models of old ideas," is the way one operator summarized the show.

Generally speaking most types of coin-controlled equipment experienced average business the past month although down considerably from 1948 and the lush years of the war. One distributor stated "Nothing's wrong with business. We're just slowly getting back to what is actually normal. It's time the lads put out more new equipment and did a little merchandising with their machines. Less growling and more work will keep the home fires burning." Could be!

Shuffleboard play has slackened somewhat, as has the patronage of beverage vendors. Music holds its own as the chilly nights keep patrons inside taverns and night spots.

St. Louis

Reported by ROBERT LATIMER

Important news in the St. Louis area was the recent finding of the Springfield, Mo., Court of Appeals, which rescinded all former decisions regarding regular free games on pin ball games. The court ruled definitely that the five-ball model was not a gambling game, and thus operators are free in central and eastern Missouri. Much newspaper publicity has been released due to the decision, during which operator M. E. Orchard, of the Orchard Music Co., Springfield, was freed of charges of operating a gambling machine on a tavern route. The decision was handed down by Judge William L. Vandeventer of the Springfield Court of Appeals.

The Missouri Amusement Machine Assn. met in early December for a brief resume of the year's business and to button up a few undecided motions of the past 12 months. President Lou Morris announced the Springfield court decision referred to above, which met with a lot of enthusiasm on the part of the association's pin game men.

An important point brought up by Morris during the meet was the fact that it is going to require many new machines, changed far more often, to hold good existing locations and to win new ones. Recent experience of many operators with shuffleboard, for which almost every location owner can find space, has proven that new games with a lot of public approval are the solution to unwillingness. "Location owners are getting increasingly uncooperative," Morris indicated, "declining to use space in their stores or taverns for amusement machines which might be used for merchandising their basic lines. However, when you give the location owner some machine which stimulates heavy play and gets immediate attention everywhere, the chances are that his enthusiasm will be quickly awakened."

Regional business reports for December indicate that cigarette vendor receipts have fallen off sharply, while candy vending is "slightly down." Play on pin games, phonographs and general amusement devices, on the other hand, has been on the increase, with many more people out on Christmas gift shopping trips. In general, the St. Louis situation is described as "stable" by most distributors and operators.

Seattle

Reported by W. A. PERINE

Outlook is that 1950 will be a better business year for Seattle and Washington State than 1949. Cold, hard cash to the tune of $80,000,000 will be poured into circulation by the state in the form of veterans' bonus money. In addition, the state's share of the $2,800,000,000 G.I. insurance dividend melon will provide ready cash for thousands of veterans, during the first part of the year.

Seattle will have no critical unemployment during the rest of the winter, according to a labor department prediction, although Tacoma and Spokane and Portland won't be so lucky.

Pin ball collections should continue to be good in the state, unless adversely affected by the recent Supreme Court ruling which ruled that some machines are gambling devices and illegal. (The machines in question were in use in the city of Spokane).

In Seattle, no action is contemplated by the City Council to ban pin ball amusement machines, according to Council President David Levine. The ruling did not affect Seattle because Seattle bans machines with automatic payoffs. The city ordinance regards non-automatic payoff machines as amusement devices.

Increased activity in straight amusement devices, such as United Shuffle Alley, was reported by George Trambitas of Western Distributors, Inc. Buying in pin balls was at a temporary standstill due to the uncertainty of their future in Washington. He stated there was a strong trend toward free-play machines in the U.S., with Washington being one of the last big territories for the automatic payoff type.

Report: $274,359.82 in parking meter revenue has been collected to December in Seattle with November showing a substantial gain over October.

Candy vending is good, with 1950 expected to be even better. Expanded facilities and promotional work are expected to help.

The recent removal of Bellingham restrictive ordinances, regarding cigarette vending, was a happy moment for local coinmen with sales really booming.

This was offset to some extent by the new 2-cent extra tax on cigarettes to help

finance the Washington State veterans' bonus. Sales dropped off slightly with vendors getting 24 cents a pack. According to Dan Bracken, Sterling Automatic Co., this drop-off should disappear in a few months.

Vending machine sales and collections are on the upgrade in Seattle with only the surface being scratched at present. For some reason Seattle has been slow to accept vendors, which leaves 1950 with a chance to outdo previous years and still not reach the saturation point in vending business.

Ice cream vendors did a good business during November in industrial concerns although below the normal summer collections.

Phonos showed some improvement, with many installations being made. This was due, in part, to the new "Cocktail Lounge Law," of Washington which has caused a surge in building and renovation work. With the help of this "Cocktail Income," businesses all over the state have been able to improve their entertainment with music installations of various kinds.

The so-called shortage in coffee has had no effect so far on the local vending industry, says A. J. Daudelin, of Kwik Kafe Hot Coffee and Food Service, Inc. There is a sufficient amount of coffee, according to present indications. The 6½ ounce cup is still vending for only a nickel. Business is good . . . not quite as good as last year, but with an encouraging outlook for 1950, if nothing changes regarding coffee supplies.

Coin changers have not been as successful as they should be although there are quite a few sales.

Stamp machines and scales did a normal business in November.

Bulk vendors do a good inside business in the winter months in Seattle.

Two of the new *Lucky Music* machines were installed at the Sand Point Naval Air Station by the Lucky Music Co. of America, recently. Two more are scheduled for Camp Pendleton, California.

Spokane

Reported by W. L. FERRALL

Local operators of coin machines in this territory are carrying on despite the seriousness of the decision the State Supreme Court handed down affecting pin ball operation. Most operators in this state depend on the pin ball games in one form or another for backbone to their businesses, and all are deeply concerned as to the final outcome.

Business has held up very well considering the fact that figures on unemployment show a 63 per cent increase over the same weeks' report in 1948. Retail sales show only a 3 per cent decline under last year's same period.

Operators of pin ball machines report spotted collection returns, some say the current squabble has lots to do with collections while others believe that it takes newer machines to keep up the play. The fact is, conditions are such that no one has felt like going all-out on the purchase of new equipment. One of the vital points which will determine the future of the business is just what the various counties will allow to operate if and when a final decision is reached. This county (Spokane) has run one-ball machines for years and it could be expected to produce a good living for those concerned if it should have to come down the ladder one notch to five-ball operation. However, a ruling favoring five-balls is not expected from the present city council.

Phonograph operators say that collections are normal for this time of year and that new recordings are responsible.

Amusement machines, of course, hang in the balance and have only been used as extra revenue with the hope that they may fill the spots occupied by the present one-ball payoff machine.

Shuffleboard is in a more or less static position, neither up nor down, but rather a position depending upon the promotion by its operator. The juvenile field has presented another angle and seems to have created some stir in neighborhood spots.

Candy and popcorn sales by machine are up, due to the favorable season now on.

Beverage machines, both hot and cold, are yet to be seen in this area, that is, bulk vendors or the cup type.

Cigarette machine operators have had to pay the new tobacco tax of 10 per cent since December 6th. Veterans will receive a bonus from this revenue and will also pay it back with two cents tacked on to each package of smokes they purchase. Operators of machines are charging 22 to 25 cents, depending upon their machine coin set-up.

The local operators' association which was called The Eastern Washington Amusement Assn., has affiliated itself with the Washington State Amusement Assn. and will hereafter work with it in all matters affecting the State. A fund has been raised to carry the present pin ball fight to the Supreme Court of the United States if necessary.

Washington, D. C.

Reported by ROY S. RAMSEY

Though final reports on 1949 business won't be available for another month, first estimates from operators indicate that the year as a whole was slightly worse than 1948 but not to an alarming extent. Coinmen here sat through the usual pre-Christmas slump and waited hopefully for the new year. Instead of just hoping, however, the local phono group, the Washington Music Guild, launched a drive to obtain new locations.

The first of some 10,000 circulars went out to the area's restaurants, taverns, and other prospective phono locations describing the superior services performed by Guild operators. The promotion pieces listed members of the Guild and urged the prospects to phone one of them immediately. WMG also voted to present local police boys' clubs with four phonos and to donate record players to summer camps sponsored by the police department.

The phonomen are looking forward to greatly lessened TV competition in the next four months. Football telecasts have concluded and baseball won't start until April. Local basketball games are not being telecast because the owner of the pro team asked more money than the station wanted to pay.

Jobless rolls are rising since cold weather is shutting down many construction projects. Next to the federal government, the construction industry has the highest payroll in the nation's capital. Patronage in arcades has been dropping off, and this affects the general pin ball business since about 5 per cent of the city's games are located in arcades. Machines spotted in downtown independent drug stores are doing well, but no operator has yet succeeded in cracking the chain druggists which do most of the business. The cold weather has slowed down beverage vendors but hiked sales of candy and pop corn vendors.

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Manufacturers Organize All-Industry Association

CHICAGO—Leading manufacturers of all types of coin-operated machines met at Hotel Sherman here December 15 to organize the American Coin Machine Manufacturers Association, which earlier in the week had been incorporated not for profit under the laws of the State of Illinois. Herb Jones of Bally Manufacturing Co. was elected president and immediately issued a statement on the purposes of the association.

"The program of the American Coin Machine Manufacturers Association," Jones said, "is to work for the good of the entire industry. We believe there is a basic and natural unity of aims and problems in the coin machine industry. Specific types of equipment change with the trend of public acceptance, but the basic principle of automatic operation by means of a coin is fundamental, unchanging, common to all who are engaged in this great and growing industry.

"The men who gave freely of their time and energy to organize the American Coin Machine Manufacturers Association—men who are responsible for the growth of the industry during the past 50 years—know from experience that, when one type of coin machine gains in public acceptance and approval, all types gain; when one type of coin machine is injured either through misunderstanding on the part of the public or through press sensationalism, all types of coin machines are injured, and all members of the industry—operators, distributors, manufacturers — suffer. The purpose of the American Coin Machine Manufacturers Association is to work for the best interests of the entire industry. Just as the average operator operates all types of equipment, just as the average distributor sells all types of equipment, so the association of manufacturers qualified to speak authoritatively for the industry must embrace all types of equipment. That association is the American Coin Machine Manufacturers Association. Details of our program will be announced very soon."

Other officers elected at the December 15 meeting are Bill Ryan of Universal Industries, Inc., vice-president; Vince Shay of Bell-O-Matic Corp., secretary; D. W. McClay of O. D. Jennings Company, assistant secretary; Roy McGinnis of J. H. Keeney & Co., treasurer; Jerry Haley of Buckley Manufacturing Co., assistant treasurer. McGinnis, Ryan and Shay are also directors of the association. Other directors are Pat Buckley, Buckley Manufacturing Co.; Dick Hood, H. C. Evans & Co.; O. D. Jennings, O. D. Jennings Co., Ray Moloney, Bally Manufacturing Co.

Grant Shay of Bell-O-Matic Corporation, chairman of publicity committee, pointed out that the board of directors of the American Coin Machine Manufacturers Association includes manufacturers in each of the three major classifications of equipment—amusement, music, vending. "In the amusement class," Shay said, "every type of game is represented—five-balls, one-balls, bells, consoles, shuffle-games."

Other committee chairmen named by Jones are John Conroe of J. H. Keeney & Co., chairman of organization committee, responsible for fiscal arrangements; Jack Nelson of Bally Manufacturing Co. and Midge Ryan of Bell-O-Matic Corp., co-chairmen of membership committee.

Jones emphasized that membership in the American Coin Machine Manufacturers Association is open to manufacturers of all coin-operated equipment and invited manufacturers to contact Jack Nelson or Midge Ryan for membership applications.

Turner Appointed Field Rep.

SEATTLE—Ron Pepple, N. W. Sales Co. and Hart Distributing Co., announced the appointment of Jack Turner as field representative in Washington, Oregon and Northern Idaho and Montana.

Pepple stated the Wurlitzer is selling well. Bally *Shuffle-Bowlers* were going out faster than they came in, with orders way ahead of deliveries. The Shuffle-Bowler features automatic scoring on a flashy back-glass with realistic gutters on each side of the alley. Game sales were below normal for November.

Hecht Nielsen Moves

CHICAGO—Hecht Nielsen, vending machine jobber and distributor, has moved to new and larger quarters at 316 S. Spaulding Avenue.

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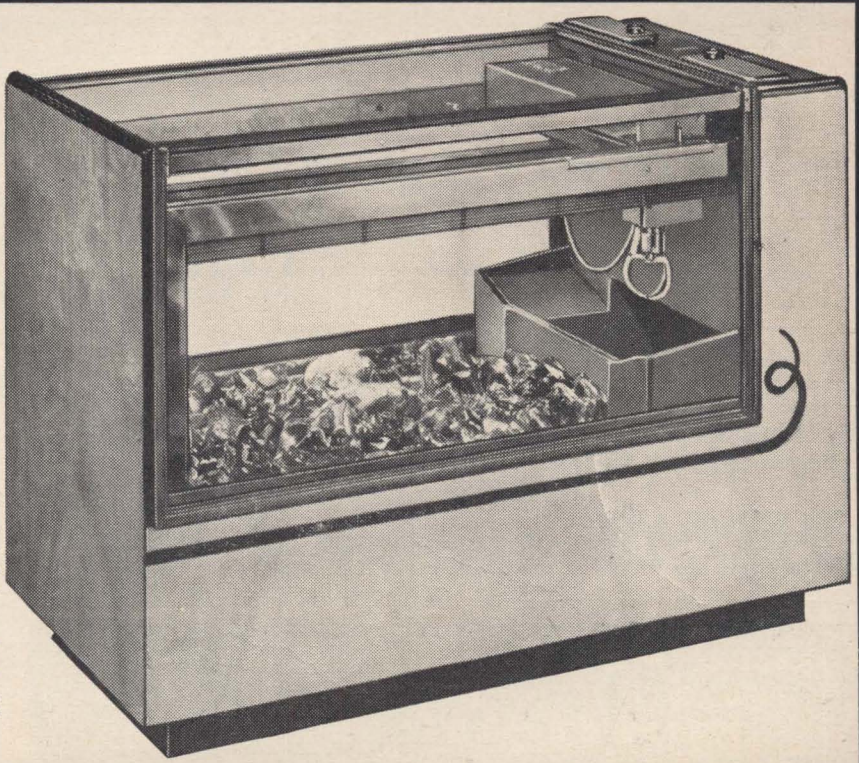

Los Angeles

Fred Gaunt reports the usual brisk flow of business at General Music with head man Bud Parr constantly on the go. Hitting the spot during the month were Tab Simonson and Bob Jenkins, Bakersfield; Johnny Glover, Orange county; Howard Stearns, Marysville; Roy Smith, Lancaster; A. J. Fox, San Diego; Irving Gayer, San Bernardino.

Robert Bradbury's wife, Barbara, presented him with a six pound Thanksgiving present on November 21st which was promptly christened Robert Charles.

Louise Drury, operating in Alhambra, has announced her engagement to Lee Lyons, retired businessman. Louise's son, Don, has likewise announced his engagement to Joy Bazant and wedding bells are scheduled to ring in April with a trip to the Hawaiian Islands in the planning.

The King Bros. Productions, Inc. (former operators under the name of Kozinsky) has been authorized by the State Corporation Commissioner to sell 300,000 shares of common stock with a par value of $1 a share in their independent motion picture activity. This is reported to be the first time that an independent picture producer has been permitted to distribute new stock in this state. King brothers have produced 14 pictures in the past nine years.

Operator Paul Spears of Santa Rosa, Calif., shown with a 184-pound sailfish caught on Bud Parr's ranch in Mexico. Spears claims this is one of the largest sailfish ever snagged.

S. Weitzman, partner of Sid Bloom, is back from the NAMA Convention at Atlantic City which he participated in along with Harold Probasco of the Oak Manufacturing Co., Culver City. Weitzman was pleased with the quality and quantity of exhibits but added "Atlantic City is no place for other than a regional convention in the winter time. Next year the affair will be held at the Palmer House in Chicago."

Phil and Freda Sreden celebrated their 20th wedding anniversary on November 25th. Phil operates locally and was the former secretary of WVMOA.

Aubrey Stemler has closed his place of business at 2323 W. Pico and is out of the distributing business. Aubrey says he is currently considering several offers for the future.

Bill Sparrow, Santa Barbara, was in for his "every 60-days" visit to Operators Vending and made the spot his headquarters while he picked up needed supplies around the city. Bill operates a string of Acorns as well as music and other types of equipment.

L. B. McCreary of Solotone made it to Chicago on November 25th for a two week business trip.

Bill Happel of Badger Sales, spent the December 5th weekend at Palm Springs and Banning calling on operators. Operators visiting Badger Sales recently included Frank Rolando, North Hollywood; B. Rosenfeld, West Los Angeles; J. Mallett, Claremont; E. C. Everson, Barstow; I. B. Gayer, San Bernardino; and Lee Wirt, Montebello.

King Records, Inc., staged a celebration at the Riverside Rancho on December 15th and played host to the music operators of the area. A buffet supper, refreshments of your choice, and dancing to the music of Hank Penny and his band constituted the evening.

Lou Kahn of Interstate Associates, sojourned in the East following the NAMA Show in Atlantic City.

F. P. Carter of Nickabob Sales made a hurried trip to San Francisco on the 11th for a few days. Returning mid-week Nick was on hand to help daughter Nancy show off her horse at a San Fernando Valley horse show.

The Laymons have been busier than usual the past month with more operators in than for a long, long time. We spotted Ernest Bryant, Glendale; William Black and Alex Koleopolus, Bakersfield; Al Anderson, Shafter; Pete Pellegrino and Pete Schupp, South Gate; G. F. Cooper, Riverside; Earl Stephens, Verdugo City; F. L. Griffin, Pomona; Harold Sharkey, Huntington Park; Clyde Truss, Oceanside; Clyde Denlinger, Balboa; W. H. Shorey, C. C. Collard and I. V. Gayer, San Bernardino; Lawrence Raya, Colton; Bob Chacon, Laguna Beach; Charles Cahoone, Gary Thompson, Ed Lyons and Jack Johnson, Long Beach; Paul Conners and C. C. Ellison, Lancaster; Jim Carter and Dick Cortiz, San Diego; Norman Christ, Lompoc; M. H. Stearns, Marysville; Ray Chiarella, Madera; Al Cicero, Santa Maria; Anton Jeppesen, Riviera; and Jack Spencer, Big Bear.

Laymons Greet '50 With House of Hits

LOS ANGELES—"We're ready for 1950 with as nice an array of first-class moneymakers as it has been our privilege to offer for some little time," declared Paul A. Laymon, Bally distributor, on the eve of another new year.

"We're featuring, of course, the new Bally *Shuffle-Bowler* and Bally *Hot-Rods*. The first is really proving itself to have all the thrills of actual bowling, plus real shuffle science and those putting out the first games report some excellent returns. *Hot-Rods* is proving equally as good and we're mighty pleased at the initial response and the reports reaching us."

In addition, the Laymons are featuring the *Hollycrane* miniature industrial crane. Device is an amazing game of skill, packed with new features, and designed for long-life on location.

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AUTOMATIC MUSIC

COMING SOON!

By George A. Miller
National President, Music Operators of America

Coming Soon! That is the message we want to impress on operators as a new year begins. It is the coming meeting and convention of the Music Operators of America that is now getting attention and is assured of being a success through the cooperation being given by all the manufacturers of the automatic phonograph industry.

The big music convention is set for March 6-8, at the Palmer House in Chicago, and the time will soon be here. It is the next big event in 1950 for the Industry. Reservations and checks are being received at the present time for exhibit rooms at the Palmer House. The many music associations over the nation have assured the writer that music operators will be there in full number.

These associations will, among other plans to boost the convention, have large delegations from each state. Many operators have come to the conclusion that the program being prepared for three full days will be most beneficial to everybody in the business—operators, distributors and manufacturers.

Here is what one business executive has to say: "It is my humble and honest and studied opinion, after 14 years' experience in the music operating field, that the Music Operators of America is undertaking a history making event. The national meeting, accompanied by exhibits of manufacturers and distributors, will have taken place under the sponsorship of music operators. National conventions in the past have always been sponsored and conducted by manufacturers. Operators themselves are now taking an active part in the formulating of sound business policies for the conduct of the music business in general."

A large manufacturer of phonographs explains his views in this way. His company is fully in accord with the idea of music operators meeting under separate auspices and says that the program of MOA is to be highly complimented. This firm is not only boosting the convention but also sent check for exhibit rooms and assured us of their fullest cooperation. This boost came from the very fine and beloved gentleman, the late Mr. L. C. Force, of AMI, Inc.

A large manufacturer of needles, long known as a supporter of the music operator's cause, expresses his views as follows: "Your idea is a wonderful one. I have always believed that music operators should hold their own convention. I have felt that this would bring the closest type of harmony among music operators, jobbers and manufacturers, in all the industry associated with the automatic phonograph business. I want to highly compliment MOA on being the first to move in this direction. Enclosed is our check for exhibit space and anything further we can do to assist you will be done for the asking." The above comes from Permo, Inc., Chicago.

There are many other boosters who are helping to assure operators of a big music convention, and none of the statements are being published without full permission to do so. We have a number on file that will be published to help the cause since the supporters gladly give permission to use them for that purpose.

Those interested in exhibit space, or in getting information about the convention may contact the following: Ray Cunliffe, 3018 East 91st St., Chicago 17, Ill.; Al Denver, 250 West 57th St., New York, N. Y.; or George A. Miller, Music Operators of America, 128 East 14th St., Oakland, Calif.

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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Organized to Protect the Automatic Phonograph Industry

This association has saved the operators thousands of dollars in unfair taxation. Automatic music is a legal, legitimate business and we shall always fight to keep it so. We are interested at all times in hearing from other associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, *State President*
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

Kick Out the Record Excise Tax

Now is the time for operators to add their volume to the battle-cry of an ever-growing horde of record buyers who are protesting, more and more vividly, the fact that they still must pay a *war tax* on records.

Taking their cue from the old song title "Why Is There a War Tax When There Isn't Any War?" the platter patrons are asking the tax be abolished and their outraged protests will probably reach the halls of Congress early next year when it reconvenes and takes up the matter of removal or reduction of excise taxes.

The record industry, echoing the sentiments of the millions of disk buyers, is launching an all-out effort to convince Congress that the war tax on recorded music is no longer necessary and has become a heavy burden on the industry. When money is plentiful, taxes are paid uncomplainingly. But as boom times disappear, all taxes become more burdensome. The industry contends that many a record remains unsold because that war tax eats a hole in the pin-money of platter patrons.

Last year, the excise tax on records piled up some $6,500,000 for the government—and helped considerably to slow down the record business. On the basis of 5 per cent there is a 3 cent tax on each 60 cent record, paid originally by the manufacturer but passed on later to the ultimate purchaser.

Business-wise, this tax is a serious brake on the record business; cultural-wise, it doesn't seem fair, in peace time, to tax the public's interest in music. To the average music-lover, music is a necessity—not a luxury!

If several hundred thousand record buyers voiced or wrote their protests to their Congressmen and Senators, this irritating nuisance tax could be eliminated at the next session of Congress.

If music operators will just stop to figure 5 per cent on their total yearly record purchases they will see what a terrific portion of the $6,500,000 a year they are contributing. Isn't it worth eliminating this useless expense? Then, by all means, make a firm and determined protest today. With your help this excise tax can be eliminated once and for all!

Wurlitzer Distribs At Annual Meeting

NORTH TONAWANDA, N. Y.—The Rudolph Wurlitzer Co., internationally known manufacturers of automatic phonographs, was host to the distributors for the phonograph division, on the occasion of the annual distributors' meeting at the North Tonawanda plant. Ed Wurgler, general sales manager, glad-handed some 50 of the men as they arrived for talks and conferences starting November 18 and terminating on the 20th. The general business session was held on Friday, at the factory, followed by individual conferences between all distributors and Wurlitzer top sales and management executives. In addition to distributors from throughout the United States, attending the meeting were export distributors from Canada, Cuba, Puerto Rico, Venezuela, Colombia, Honduras, Mexico, Germany and other countries.

During the three-day meeting, the distributors were addressed by R. C. Rolfing, company president; F. R. Wurlitzer, board chairman; R. C. Haimbaugh, vice-president and manager, North Tonawanda Division; Fred Osborne, director of engineering; Paul Fuller, design engineer; Ed Wurgler and other executives of the company. The talks covered matters of policy and plans for future production.

While complete details of the meeting have not been made public, it is reported that discussions covered general business conditions, current sales and production, and new designs and new products. When a new Wurlitzer will be announced seems to still remain a secret. However, Ed Wurgler has promised a statement on this to the trade as soon as the company's plans are more definitely formulated.

Rock-Ola Appoints Lake

CHICAGO—The Rock-Ola Manufacturing Corp. has just announced the appointment of Ed Lake as its regional sales manager for the west coast.

Lake is leaving immediately for San Francisco where he will establish headquarters. He will direct all sales and promotional activities on the complete line of Rock-Ola products throughout the 9 state area which includes, California, Oregon, Washington, Idaho, Montana, Utah, Nevada, Arizona, and New Mexico.

Name R. H. Coffin As Victor Adv. Director

CAMDEN, N. J.—RCA Victor Division has announced the appointment of Ralston H. Coffin as director of advertising, Robert A. Seidel, vice-president in charge of distribution making the announcement.

Coffin assumed his duties on Dec. 1. He came to Victor from the well-known advertising agency of McCann-Erickson, Inc., with which firm he had been associated for the past five years. He has been prominently identified with national advertising activities for 19 years. In his new position, he will co-ordinate and administer RCA Victor's extensive advertising activities, in keeping with the firm's greatly increased marketing and promotional program to boost the 45 r.p.m. instruments and records.

Marshall Pack and Ralph Perrin
New "Jones Boys"

R. F. Jones Adds Two New "Boys"

SAN FRANCISCO—The "Jones Boys" have two new additions to their family, according to an announcement made early in December by R. F. Jones, president of R. F. Jones Co., distributors with offices in San Francisco, Salt Lake City, Denver, Portland and Seattle. New additions are Marshall Pack and Ralph D. Perrin.

Pack, a native of Mackay, Idaho, graduate of the school of business administration at the University of Utah, was formerly associated with the Commercial Credit Corp. prior to his service as ensign in the U.S. Navy during the war. Upon release he was associated with Pan American Airlines in New York and with the Chevrolet Division of General Motors in Montana. Pack will act as sales representative in the Inter-mountain area out of the Salt Lake City office of the R. F. Jones Co.

Ralph Perrin was raised on a cattle ranch in Alberta, Canada, although he was born in Oregon. As a young man he returned to the U.S., working in California, Oregon and Washington in the laundry and construction business.

He became interested in the coin machine business in 1944, serving as office manager of a coin machine distributor in Spokane and Portland. He has represented Seeburg in the northwest for the past 5 years, and has found it more profitable and exciting to cover this vast expanse of territory in his own plane.

RECORD REPORT CARD

A Excellent. Best of Current Releases.
B Good. Suitable program for average spots.
C Fair. Use as fillers if needed.

First side in each case is responsible for listing.

Only records rating an A, B or C are listed.

BLUEBIRD

A — 30-0014 MAIN ST. STRING BAND
Charley, My Boy (FT VC)
The Music Goes 'Round and Around (FT VC)

A — 30-0015 MAIN ST. STRING BAND
Looking at the World Through Rose-Colored Glasse (FT VC)
Wedding Bells Will Soon Be Ringing (FT VC)

CAPITOL

B — 57-782 JO STAFFORD-GORDON MacRAE
Bibbidi-Bobbidi-Boo (V)
Echoes (V)

B — 57-785 JO STAFFORD
Scarlet Ribbons (V)
Happy Times (V)

C — 57-786 JERRY LEWIS
I Love a Murder Mystery (V N)
Are You for Rent? (V N)

COLUMBIA

C — 38639 RAY NOBLE
Melissa (FT VC)
You're Always There (FT VC)

B — 38638 DORIS DAY
Crocodile Tears (V)
Quicksilver (V N)

B — 38649 JIMMY DORSEY
Charley, My Boy (FT VC)
Johnson Rag (FT)

A — 38650 FRANK SINATRA
The Old Master Painter (V)
Lost in the Stars (V)

DECCA

A — 24800 BING CROSBY-FRED WARING
'Way Back Home (V)
Iowa Indian Song (V)

B — 24793 GUY LOMBARDO
Bye, Bye Baby (FT VC)
We're Just A Kiss Apart (FT VC)

B — 24784 DANNY KAYE
I've Got a Lovely Bunch of Cocoanuts (V N)
The Peony Bush (V)

A — 24749 MILLS BROTHERS
Who'll Be the Next One (V)
I Want You To Want Me (V)

LONDON

A — 536 ANTON KARAS
The Third Man Theme (Zither Solo)
Cafe Mozart Waltz (Zither Solo)

M-G-M

C — 10576 BILL FARRELL
Some Hearts Sing (V)
Your Eyes (V)

B — 10575 BLUE BARRON
Rose McGillicudy (V N)
The Photographer and the Stenographer (V FT)

B — 10588 ART MOONEY
There's a Lovely Lake in Loveland (V FT)
Home Town Band (V N FT)

A — 10594 BLUE BARRON
Big Movie Show in the Sky (V FT)
Mr. Disk Jockey (FT VC)

C — 10589 GLEN MOORE
Johnson Rag (FT VC)
Latin Magic (FT VC)

B — 10590 BUDDY KAYE QUINTET
The Bicycle Song (FT VC)
Taffy (FT VC)

NATIONAL

B — 9091 TOMMY EDWARDS
That Five O'Clock Feeling (V FT)
Love Me (V FT)

B — 9092 THE BLENDERS
Come Back Baby Blues (V Blues FT)
I Can Dream, Can't I? (FT VC)

A — 9094 JACKIE PARIS
The Old Master Painter (V FT)
Goodbye Sue (V FT)

B — 9095 THE SYNCOPATORS
River, Stay Away From My Door (V)
These Are Things I Want to Share With You (V)

VICTOR

B — 25-1140 SIX FAT DUTCHMEN
The Old Schmaltz Waltz (W VC)
Waltzing in the Woods (W VC)

B — 20-3595 SAMMY KAYE
Echoes (FT VC)
Careless Kisses (FT VC)

C — 20-3597 WAYNE KING
The Light in Your Eyes (W VC)
Vienna, My City of Dreams (W)

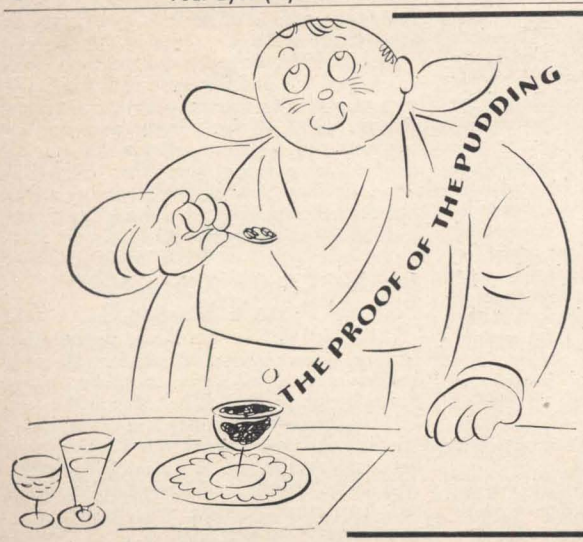
B — 25-1141 MERRIE MUSETTE ORCH.
You Bring Out the Devil In Me (FT VC)
Beautiful Land of My Dreams (W FT)

B — 20-3590 FREDDY MARTIN
The Blossoms On the Bough (FT VC)
Timbales (FT VC)

C — 20-3599 THREE SUNS w. Rosalie Allen, Elton Britt
The Game of Broken Hearts (W VC)
Beyond the Sunset (V FT)

A — 20-3598 TONY MARTIN
Marta (V)
Bye Bye Baby (V)

B — 25-1142 LAWRENCE DUCHOW
Oh Clara (Polka)
Up In Heaven (W)



and once you've tried

LEUENHAGEN'S 1-STOP SERVICE

you'll seek no further!

Every week more and more music operators are discovering their record Shangri-La at Bill Leuenhagen's 1-Stop Record Service for here—in just a few minutes—the operator can pick up ALL his record needs on EVERY label. In addition, he may avail himself of the seasoned judgment of true record specialists who keep a constant pulse beat on coming tunes showing operator profit potentialities.

A trial visit, or order by mail, will reveal the value of this service. Order any and all records on any labels you like—confident that we will fill your order to your complete satisfaction.

LEUENHAGEN'S 1-STOP SERVICE

1813 West Pico Blvd. Los Angeles 6, California

C — 20-3607 PERRY COMO
A Dream Is A Wish Your Heart Makes (V FT)
Bibbidi-Bobbidi-Boo (V FT)

B — 20-3602 MINDY CARSON
All the Bees Are Buzzin' 'Round My Honey (V FT)
Too-whit! Too-whit! (V FT)

C — 20-3605 PHIL REGAN
Phil the Fluter's Ball (V)
When You Look in the Heart of a Shamrock (V)

C — 20-3604 CLAUDE THORNHILL
Johnson Rag (FT VC)
Iowa Indian Song (FT VC)

VICTOR FOLK

A — 21-0140 HOMER AND JETHRO
The Wedding of Hillbilly Lilli Marlene (V)
The Huckle Buch (V FT)

B — 21-0142 JUNE CARTER
Crocodile Tears (V)
Grandma Told Me So (V)

A — 21-0141 SLIM WHITMAN
Birmingham Jail (V)
I'll Never Pass This Way Again (V)

B — 21-0143 HANK SNOW
Nobody's Child (V)
The Only Rose (V)

B — 21-0147 DAVE DENNEY
I Gotta Have My Baby Back (V FT)
My Bucket's Got A Hole In It (V FT)

B — 21-0146 EDDY ARNOLD
Take Me In Your Arms and Hold Me (V)
Mamma and Daddy Broke My Heart (V)

A — 21-0144 DALE EVANS
A Saddle On My Heart (V)
It's Saturday Night (V)

Record Party Is Huge Success

LOS ANGELES — The pre-Christmas record party staged by W. H. Leuenhagen's Record Bar at the Roger Young Auditorium on December 8th was one of the finest operator gatherings to date and brought together a stellar array of top recording names, a flock of record men and a nice grouping of prominent music operators of the southland.

The entire event was given a deluxe staging on a flower-decked stage with the artists spotlighted and the houselights dimmed for specialty numbers by the "in person" talent. George Sanders did a bang-up job as master of ceremonies and Ted Mossman presided at the Steinway. Among the artists present was Margaret Whiting of Capitol, Hank Penny of King, T. Texas Tyler of Four Star, Joyce Bryant of London, Artie Wayne and Russ Scott of Superb, Ben Light of Tempo, Goon Bones and Ted Fio Rito.

Spotted amongst the operators we found Robert Pruiett, Ralph Norton, Cecil L. Wilson, William Muchnick, Eileen Bloomer of Mojave, Jack Goodman of Long Beach, James Regan, Mario Iriarte, Frank Gill, H. A. Buchart, W. R. Hunt, Nick Eades, Penny Penhall, Pete Pellegrino and Ralph D. Cragan.

Refreshments, dancing and the awarding of door prizes completed the festivities.

Music Operators Made Original Complaint

To the Editor: The record dealer story from Pittsburgh, on page 31 of the December issue, is quite inaccurate. The indictment was handed down by a grand jury all right, but it was not a case of "agencies other than FTC and the Justice Dept." making sweeping investigations.

It was a Justice Dept. case from beginning to end. Suit was filed by the Dept. and the indictment was a customary one in anti-trust cases. The story also gives the impression that the indictment was a bad thing—"trade evils of price-cutting."

Again, story says sales of discs to operators was a point in the indictment. That's a hell of an understatement. The real point was that these dealers had banded together to make sure operators couldn't buy cheap labels in the Pittsburgh territory. They also agreed not to give operators any discounts.

A friend of mine at the Justice Dept. says that the original complaint that started the probe came from an operator. The data was released in D.C. some time after the story broke in Pittsburgh.

The point that associations should note is that it is illegal for two or more firms in any industry to get together and agree to maintain a common price on any commodity. About two years ago a disc dealer group decided to run a co-op ad urging the public to buy standard discs at standard prices and stay away from the cut-rates. They were told they had better check with the Justice Dept. They did and were told that, if the ad ran, they would face a criminal conspiracy charge.

—Reader, Washington, D.C.

PERMO POINT ROUND PHONO NEEDLES

The needle designed to meet today's conditions. Round instead of elliptical. Tried, tested and thoroughly proven.

1 to 10 . . . 35c
11 to 99 . . . 32c
100 or more . 30c

It's Here! Now! Permo Point Muted Stilus

—— SEE ——

PAUL A. LAYMON
DISTRIBUTOR
1429-31 West Pico
Los Angeles 15

Permo Needle Data Gets Wide Mention

CHICAGO—Extensive publicity was given to the first of a series of semi-technical data reports on phonograph needles, issued by Permo, Inc., as bulletin No. 1 of the *Permo Reporter*. Permo also promises a series of the bulletins that will go into all phases of needle manufacture, quality and use, including the problems that will arise with the new speed records..

Retailing Daily quoted extensively from the bulletin and listed the entire 11 points in the bulletin which outlines the many variable factors that contribute to the wear on phonograph needles. The bulletin affirms there is no such thing as a "permanent stylus". The bulletin says that the irremovable needles of the war period have now all given way to needles that can be replaced.

It is also stated that there are two distinct types of users of recorded music and that different types of needles are made for each group. There are professional users who know how to care for needles and for whom diamond points are suited. But the bulletin says that phonographs for public use call for a different type of needle since the public is not professional in its use of machines, and subjects them to abuses of various kinds. Even the weather affects the wear on records and needles, the bulletin says.

Permo officials say the series of reports are intended to give a real education to operators on the basic facts about needles.

A. D. Palmer, Jr.
New Wurlitzer Advertising Manager

Palmer Made Ad. Mgr. for Wurlitzer Phonos

NORTH TONAWANDA—The Rudolph Wurlitzer Co. has announced the appointment of A. D. Palmer, Jr. as advertising and sales promotion manager. The appointment became effective November 1.

Palmer has long been active in the advertising, promotion and graphic arts field. For ten years beginning in 1935, he held the position of director of advertising and public relations for Curtiss-Wright Corp's airplane division, with headquarters in Buffalo, New York. In 1945 he became associated with Burke Dowling Adams, advertising agency of Montclair, New Jersey and New York City, handling several metropolitan area advertising programs as account executive.

In late 1947, Palmer returned to Buffalo to assume the position of editor and business manager for the monthly AAA magazine *Buffalo Motorist*. For the past year he has operated a public relations consulting service for western New York industrial firms. At Wurlitzer he will be responsible for the phonograph advertising programs and sales promotional activities.

London Chalks Zither Disk For Hit Parade Timber

LOS ANGELES—Jim Bray, manager for London Records here, reveals that the new London record of zither solos by Anton Karas coupling *The Third Man* with *Cafe Mozart Waltz* is definitely top phono fare. Disk is a prime favorite in England and got a major mention in *Time* in November 28th issue. Over 300,000 copies of the record have already been sold in England, according to the news story.

Automatic Vending

A MAGAZINE DEVOTED TO VENDING MACHINES
AND OTHER SELF-SERVICE EQUIPMENT

★ ★ ★ ★ JANUARY, 1950 ★ ★ ★ ★

MERCHANDISE . . .

While the year-end holiday period always brings comparative quiet to the automatic vending trade, some phases of the merchandise supply business were making big news in high market circles. The outcome will have definite effects on general price trends on merchandise in 1950.

Sugar, cocoa beans, coffee and tobacco were all making market news in the closing month of 1949, were all more or less involved in politics — even international politics.

Suppliers of candy, soft drinks, ice cream, etc., were fighting for a bigger national sugar quota next year, hoping that it would mean lower sugar prices. But the market outlook was that the sugar quota would be set low, as for 1949, and that it would be adjusted during the year if sugar prices began to climb too high. The national policy, to protect U. S. growers, is definitely to keep sugar prices at a current high level. This policy was decided by Congress when it passed the Sugar Act of 1948.

This policy of a high level of prices for sugar will probably stand in the way of any decided downward price trends on such merchandise as candy bars, soft drinks and ice cream. The candy bar manufacturers can shift to corn sweeteners when sugar gets too high, but only recently prices advanced on corn products except dextrose.

But while there are big market maneuverings on materials used in merchandise, operators will recognize that 1949 has been a good merchandise year, with ample supplies and some welcome price reductions.

Merchandise suppliers have also made considerable strides in catering to the automatic vending trade. The large number of merchandise exhibits at the recent NAMA convention was full proof of this attitude. With a good merchandise supply year just closing, the outlook is favorable for merchandise supplies in 1950. Prices may not decline as fast, or as soon as operators would like but the general outlook is for greater consideration of operators by the supply firms.

A review of various reports on merchandise items follows:

Apples—It is good news that Fruit-O-

(See MERCHANDISE, Page 22)

Badger Vending Show to Impress Industry on Machine Variety

LOS ANGELES—The second week in January Badger Sales Co., Inc. will play host to industrialists, plant personnel directors and vending machine operators in general when it stages its first "National Vending Week."

Showrooms will be gaily decorated with huge banners on the exterior proclaiming Badger Sales as headquarters. On the inside will be an array of vendors dispensing almost anything and everything one could desire for a well rounded out meal, snack, or between-hours lunch. William Happel and Albert Silberman will be on hand to greet the visitors who will be invited to examine the vendors and partake of their offerings.

"We're going to make this a real eye-opener for the busy plant executive and show him, beyond question of a doubt, how the installation of any one or more of these vendors for in-plant feeding can save him precious production hours and considerable cash in time lost when employees dash off for a bit of refreshing," said Silberman.

Among the machines and items Badger will be showing will be a Mills soup vendor vending a choice of 3 soups; a hot dog and melted cheese sandwich vendor; cold cheese and cracker sandwich; basic meat sandwich; candy bars with a selection of 12 nationally-famous bars; salted in the shell peanuts; popcorn; 4 flavor selection of ice cream in bar or cup; non-carbonated drinks of orange, lime, lemon or grape; Coca-Cola; hot coffee; assorted cakes and cookies; and a complete selection of nut vendors. From this array it is easy to see that one may assemble a treat to fit his own particular desires and all of the items may be had via the vending route.

"For an added thrill we'll weigh each visitor when he enters the showrooms and again when he leaves," added Bill Happel. "We expect some surprised expressions on this little extra service."

Data For Operators

Operators of candy bar vendors will be interested in the following data, taken from official reports:

Per cent of total candy sales credited to vendors, in 1948—3.2 pct.

Per cent of total candy sales credited to vendors, in 1947—2.9 pct.

Per capita candy consumption in U. S. for 1948—18.2 lbs.

Per capita candy consumption in U. S. for 1949 (est.)—16.7 lbs.

Peskin Reports Good Revco Reception

LOS ANGELES—J. Peskin, of the J. Peskin Distributing Co., reports he is well pleased with the initial reception given the Revco Ice Cream vendor which the firm has added for sole distribution in California, Utah, Arizona and Nevada.

"The Revco vendor is the pioneer in the field," added Solly Solomon, Peskin sales manager, "and today's operator is as much interested in the firm behind the vendor as he is in the vendor itself. The Revco outfit is one of the backbone firms in the manufacturing field and has a sterling reputation for building a quality product and the Revco ice cream vendor has proven this by its faultless performance over the years."

Peskin states that several nice deals have been made and several operators have placed large orders on the vendor.

●

EXPAND with New Machines

H. W. Skelton Honored at NAMA Convention

LOS ANGELES—E. J. Chandler, general manager, and H. W. Skelton, of Rowe Service Co. attended the N.A.M.A. Convention in Atlantic City the last week of November.

Skelton was singled out as the oldest individual in the cigarette vending machine industry and was awarded a trophy for "outstanding service" to the industry.

AUTOMATIC VENDING IS THE INDUSTRY'S FIRST PUBLICATION DEVOTED EXCLUSIVELY TO COIN-CONTROLLED VENDING DEVICES

Financial Paper Features Report on NAMA Convention

One of the most important by-products of a national convention held by any segment of the Industry is the publicity obtained in newspapers and magazines. THE REVIEW selects the front-page news report given to the third annual convention of the National Automatic Merchandising Assn. in the *Wall Street Journal* (Dec. 1) for analysis and study.

HEADLINES: The trade has always been touchy about the headlines it gets—because so many of them in the past have had an unfavorable tinge. The WSJ used the headline, "Merchant Machines," which is very favorable. Sub-heads said, "Coin Dispensers Sales Mount — Anything from Cookies to Quick Shaves; Sales Hit the Billion Mark."

SIZE: References to the size of the automatic merchandising business are favorable; they are optimistic but will not be considered too exaggerated. The headline indicated gross sales through vendors as probably passing the billion dollar mark in a year.

Other references to the size of the vending business are made chiefly in mentions of the different types of machines. For example, it is mentioned that about 400,000 machines now dispense soft drinks, a gain over the 250,000 machines out a year ago. Some 6,000 ice cream vendors are now on location, the article reports; about 1,500,000 nickel and penny candy vendors are said to be in operation, and there are 325,000 cigarette vendors out, also 15,000 cup type vendors. Candy machines will sell 5,200,000,000 bars this year and cigarette vendors will sell 2,535,000,000 packs; cup type beverage machines will sell 643,000 drinks, the article estimates.

OPERATORS: Operators are defined as, "these men who buy the dispensers, locate them, keep them running and collect the profits—after they turn over a commission of 10 to 25 per cent of the total take to the owner of the site."

FIRMS: Quite a number of firms get good mention in the article, in connection with machines they manufacture or sell. Rowe is described as the "largest U. S. maker of automatic merchandising devices." The generous list of firms mentioned includes Vending Co. of America, Lehigh Foundries, Inc., A. H. Pitchford Co., Timm Industries, Inc., American Automatic Ice Machine Co., Northwest Engineering and Manufacturing, Inc., Northwestern Sales & Service Co., Stoner Manufacturing Corp., Automatic Products Co., Spacarb, Inc., Cedar Hill Farms, Ideal Dispenser Co., American National Dispensing Co., Fred Hebel Corp., Badger Vending Machine Co., William Wrigley, Jr. Co., Vendo Co., National Rejectors, Inc., Arctic Vendor Sales, Alkuno & Co., Arthur H. DuGrenier, Inc., and also some merchandise supply firms.

PRICES: The article is sprinkled liberally with mentions of prices of present-day vending machines. "The devices themselves come in all shapes and sizes and their prices range from $3.50 for a penny gum machine to $1,180 for a hot-and-cold drinks purveyor." The article also states that prices of coin machines have about doubled since pre-war days, and that the average cost of a cigarette vendor is now $200 compared with $100 before Pearl Harbor. It also mentions that recently some price shading has shown up and two firms are mentioned as examples of those that have reduced prices on machines.

TYPES: Probably, milk vendors get more emphasis than any other type of machine in the article, while soft drink, ice cream, coffee and sandwich vendors also get good descriptive references to the progress being made in these fields. The big variety of merchandise that can be sold through vendors is also emphasized.

"Next year will see at least 50 different products and services sold by coin," the article adds. "Machines will dispense aspirin, doughnuts, cookies, golf balls, perfume, books, tooth brushes and stationery."

The *Merchandise* column in THE REVIEW normally reviews about 20 different items of merchandise used by the vending trade. However, some of the merchandise sold through vendors does not provide regular market news and hence cannot be treated in a monthly column. Books cannot be reviewed regularly, for example, because the book market is a pretty stable thing. It is interesting to note that a big financial newspaper suggests that as many as 50 different merchandise items may be sold through vendors.

CURRENT YEAR: The article quotes some manufacturers by name as saying that 1949 has been a good year in machine sales, some saying that sales of machines has doubled during the year. The article adds that "Coin machine makers, almost without exception, say their sales this year have held right through the 'little recession.'"

"Operators of these machines say they've had a good year, too . . . Despite the high volume of total sales around the country—due in large part to the increased number of machines—many operators report some falling off in the take of individual dispensers."

The fact that a newspaper outside the trade reports that "many operators report some falling off in the take" will be regarded with a great deal of interest, in trying to summarize the condition of the automatic merchandising trade during the current year.

NOTE: *Wall Street Journal* is read by business men and the feature news report on the 1949 convention of NAMA will accomplish much good for the vending business. NAMA also took a constructive step before the convention by using a 4-inch, one-column display advertisement in the *Journal*. Copy in one of the ads read as follows:

"What do you know (or care) about Retail Distribution? Every year, automatic merchandising entrenches itself more deeply into America's established channels for moving goods to the consumer.

"More and more, it's becoming recognized as the distributive means of the future.

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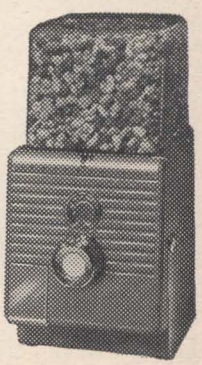

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NAMA CONVENTION FOR 1950 TO CHICAGO

A REVIEW OF THE SHOW BY WALTER HURD

ATLANTIC CITY—The National Automatic Merchandising Assn., in the third annual convention and exhibit sponsored by the organization for the automatic merchandising trade, elected George M. Seedman to the presidency of NAMA. He was general convention chairman for the past three years and also vice-president of the association and the new honor is considered a recognition of his work in helping to make the conventions a success.

NAMA also raised its board of directors to 19, electing five new members, and launched a new legislative program for 1950 with some $20,000 pledged already on the $35,000 goal. The main objective will be to prevent per machine taxes on automatic vendors insofar as possible.

The 1949 convention and exhibit portrayed many advantages in the vast display hall, in being more convenient to the eastern half of the country, and in the efficient planning and management for which NAMA has gained a reputation. Total exhibitors were reported at 139, a gain over last year, while total attendance may have been off from the 1948 record. Some reports said about 4,300, while the *Wall Street Journal* put the total at roundly 5,000 people. The date was Nov. 27-30.

Exhibitors generally made optimistic reports about business done at the convention, and many were especially optimistic about plans for 1950. The number of new machines was below last year but the total array of equipment and of supplies was still very impressive.

Looking ahead, NAMA announced that the 1950 convention would return to the Palmer House, Chicago, November 15-18, thus getting ahead of the two holidays. The board of directors elected J. Bernard Langan, Nik-O-Lok Co., Indianapolis, as vice-president of NAMA; and John T. Pierson, Vendo Co., Kansas City, as secretary.

Following the alphabetical listing of machines as used in the SOURCE BOOK OF THE COIN MACHINE INDUSTRY, a brief review of convention exhibits is given as follows:

Bottled Drink Vendors—Three firms—Atlas Tool & Manufacturing Co., Bevco and Hydro-Silica Corp.—displayed bottle vendors which were the well-known types of machines made by these firms. Actual displays of bottle machines at the national convention of bottlers in Detroit, shortly before the NAMA convention, had more bottle vendors, but even there the total seemed short of what would be expected at a bottlers' convention.

Book Vendors—Automatic Book Vending Machine Corp., New York, displayed its vendor in this field.

Bulk Vendors—Northwestern Corp. and the newer Oak Manufacturing Co., Inc., displayed complete lines of their well-known bulk vendors. Trend is said to be to penny machines, although nickel models were shown.

Candy Vendors—Eight manufacturers had displays of this type, most of them introduced to the trade previously. Mills Industries, Inc., displayed a new candy machine called *Candy B-A-R Merchandiser*, having eight columns. Alco-Deree also displayed its refrigerated candy machine with new front design and increased cooling capacity. James H. Martin, Chicago, displayed a candy conversion unit for Du-Grenier machines.

National Vendors, Inc., St. Louis, displayed two models of its famous *Merchandiser*, electrically operated, a console unit. It can be used to sell candy and cigarettes in combination, has three-coin mechanisms which provide for selling nickel, dime and quarter items, or at any price combination of these coins.

One or two candy vendor firms had made price reductions on machines.

Cigar Vendors—Cigaromat Corp. and Malkin-Illion Co. represented this field.

Cigarette Vendors—Seven firms had cigarette vendors on display, two of which may be considered new in this field. A & A Co., Inc., Plainfield, N.J., held alphabetical priority on the convention exhibit list, and displayed an electric cigarette vendor. Alkuno & Co. recently introduced a 100-pack vendor which it had on display. Other firms well known in the cigarette field displayed models and the trend seemed to be to manual machines. Champions of electric models report that demand is still high.

National Vendors, Inc., reported the good news that sales of cigarette vendors had increased month by month this year. Its newest model is a 7-column machine which was displayed for the first time at the convention; capacity is 345 packs. Its console merchandiser, for either cigarettes, candy or other products, was part of the display.

Rowe Manufacturing Co., Inc., had its line of *Diplomats*, including the new console models recently announced. Production of console models is being speeded up to meet growing demand but the firm also reports that the standard upright Diplomats are its major product. Eastern Electric displayed its new 10-column electric model recently announced.

One firm announced a price reduction at the convention.

Trends

Some trends which were evident at the convention may be listed as follows:

- *The special clinics or conferences for operators continue to gain in interest and value, with the NAMA staff making careful plans, more operators taking part, and the collection and distribution of pertinent questions for the discussions.*
- *Suppliers of merchandise continue to show a rising tide of interest in vending machine outlets and contributing much to the success of the conventions. Suppliers of chewing gum, soft drink syrups and candy bars indicated in very definite ways their increasing interest in automatic vending.*
- *Giving auto and truck makers a chance to exhibit for the first time gives recognition to the importance of transportation in the operating business. THE REVIEW, of course, has been featuring the transportation problem for a long time.*
- *Following some creditable victories in the last year, NAMA launched a more vigorous fight against unfavorable taxes on vending machines.*
- *The tide of new manufacturing firms and new models of machines seems to be at low tide, as indicated by the exhibits.*
- *Cup vending, with special emphasis on hot-cold combination vendors, promises to take the lead in aggressive expansion in the automatic vending picture. Cup vending includes some merchandise items with high potential sales possibilities. In 1947 bottle vendors were taking this lead.*
- *Spearheaded by Wrigley, vending of chewing gum promises to show revived importance.*
- *From the standpoint of exhibits at the convention, it appears that pop corn, shoe shiners, scales, bottle vendors and bulk vending are at low tide. But there is much greater activity in these fields than number of exhibits would indicate.*

Chocolate Vendors — A comparatively new product for vending is hot chocolate. Claiming particular attention in this field was the *Hot-O-Mat* machine made by Interstate Associates, Los Angeles; this vendor will dispense hot chocolate and hot coffee, at nickel or dime, giving customer choice of black coffee or with cream, sugar, etc.

Coffee Vendors—Six manufacturers displaying new machines, or improvements, indicated the activity in this field. Manufacturers are optimistic about the incoming year, say that regular operators and also newcomers are being attracted to this field. Featured as an *Opportunity Vendor* by this magazine for two years, coffee vendors hold high rank for promise in the future. The new field is aided by the fact that hot soups and hot chocolate increase the possibilities.

Interstate Associates is included under coffee vendors since its *Hot-O-Mat* dispenses both coffee and chocolate. Futuramic Machines, Inc., New York, had its entirely new model of hot coffee vendor, called *Koffee King*. Machine was revealed with its new "magic heater" which heats each portion of water just before the coffee is dispensed, thus using no tank. Time cycle is five seconds. Many engineering refinements and conveniences for servicing and repair are offered in this machine. Two of the firms displayed machines using powdered concentrate, while others use a liquid.

Coin Changers — Increased activity is showing in this type of mechanism, chiefly for devices to be installed in machines. Vendo continues to offer its changer for separate operation. Manufacturers of coin changers include the pioneers in making coin mechanisms and also firms that have entered the field of coin changers. Rise of cup and bottle vendors continues to greatly stimulate the use of changers. Penny changers are on the increase; Vendo emphasized its mechanical changers with new models; Stoner Corp. supplies changers for its own machines, reporting that operators are increasing demand for installed changers by as much as 25 per cent.

Chewing Gum Vendors—Wrigley, of course, highlighted the new interest in machines for selling gum by showing of new vending packs of gum for operators; Wrigley was one of five gum firms that increased their offerings of gum to the trade, when only two firms displayed last year. Stick, tab, and ball gum were on display, with Leaf Gum announcing a lower price on ball gum.

The list of bulk vendor firms customarily includes the gum vending machines. However, six firms showing at the convention had gum vendors and chose to be recognized on the official exhibit list by registering as having gum vendors—a good boost for gum vendors indeed. Stick and tab gum vendors are showing real gains.

Cookie Vendors—Statler Manufacturers Corp. again carried the banner by displaying their well-known vendors. The cookie cause was greatly aided by at least three firms that displayed the merchandise; one of these firms recognized the increasing use of cookies in candy vendors by offering appropriate labels.

Cup Beverage Vendors—Displays of machines for dispensing soft drinks in cups made an excellent showing, with the view generally expressed that this type of machine is expanding rapidly. Syrup makers showed great interest and the NAMA Cup Vending Division (for manufacturers) has made good progress in sanitation research.

Nine firms displayed cup machines for soft drinks, some of them new firms in the field. All manufacturers report increasing interest in the field among operators, bottlers and also newcomers in operating. Machine prices on this type of machine have tended to a lower level. Hot-cold combinations and also counter models add to the growing variety and selectivity is also a major feature. Small cup machines are available with capacity of 100 cups.

The prestige of cup vendors was boosted by the fact that at least ten makers of syrups had exhibits, also makers of cups, flavors, etc. Cup dispensing mechanisms were also on display.

Ice Cream Vendors—Displays by seven firms indicated that interest in selling ice cream by machine is growing, even if the total number of machines in use is still not so impressive. Revco had its single and two-flavor machines on display but reported that the two-flavor cup type machine will probably be discontinued since demand has largely been for the single flavor. Badger Vending Machine Co. displayed a cup type machine. *Colsnac*, *Afco* and *Hebel* machines are considered rather new to the field, vending bars or stick. *Craig* and *Arctic* bar vendors were also shown.

Milk Vendors — Reports during 1949 have indicated a rising tide of interest in milk vendors and they are listed as *Opportunity Vendors* by The Review. Cedar Hill Farms, Cincinnati, leads the parade, displaying its *Dari-Mart* machine. Revco Co. is adapting a bottle vendor to sell milk, and Hydro-Silica displayed a selective machine that will handle milk in cartons and bottles.

Juice Vendors—Juice Bar Corp. exhibited its well-known machine dispensing the small cans of juice. Snively Vending & Sales Co., Inc., offered its machine which vends from a large can of juice into paper cups. Cedar Hill Farms said its milk vendor could also be used to vend juices.

Nylon Vendors — Rowe Manufacturing Co., Inc., listed itself as a manufacturer of nylon vendors.

Popcorn Vendors — Three firms displayed popcorn dispensers, two of them coin controlled. Auto-Vend, Inc., showed a new model and a special box for it. ABC Popcorn Co., Inc., Chicago, had its non-coin dispensers, and H. A. Bruntjen Co., Minneapolis, showed the *Minit-Pop* by Viking. Displays of popcorn supplies were also made.

Postage Stamp Vendors—Northwestern Corp., Morris, Ill., represented this field.

Sandwich Vendors—Timm Industries, Inc., Los Angeles, was scheduled to show its hot sandwich vendor but postponed the display since marketing plans were not completed. Some other firms, such as Alco-Deree suggest some of their models for cold sandwiches.

Shoeshine Machines—Alco-Deree Co., Chicago, appeared on the official exhibit list as having shoe shine machines for display, but Northwest Engineering, Minneapolis had the only display of shoe shine machines.

Shaver—Reports of coin controlled electric shavers have been current for many years. A. H. Pitchford Co., Pittsburg, displayed a model which gives eight minutes of service for 25 cents.

Soup Vendors—These vendors may be considered for the time being as offered by manufacturers of hot coffee machines, which may be used to vend soup. The soup idea was enhanced by firms showing soup concentrates for use in vendors.

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The 1950

SOURCE BOOK

OF THE COIN MACHINE INDUSTRY

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COIN MACHINE REVIEW
1115 Venice Boulevard
LOS ANGELES 15, CALIF.

We Apologize

To the Editor: Your December, 1949, issue of the COIN MACHINE REVIEW contained an article written by Mr. Frank Q. Doyle in which he mentions the Koffee King machine and refers to the manufacturer as "my firm."

Mr. Doyle is no longer associated with Koffee King, or the Futuramic Machines, Inc., manufacturers of Koffee King. Mr. Doyle has not been with us for the last four months.

We would appreciate a statement in the next issue of your magazine telling the trade that we have severed all connections with Mr. Doyle.

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New Rowe Vendor Models Complete Diplomat Line

NEW YORK—Production is under way on the *Diplomat Manual* and the electric *Console Diplomats*, new additions to the line of cigarette vendors made by Rowe Manufacturing Co. They were given big display at the recent NAMA convention in Atlantic City.

Many unusual and distinctive features are claimed for the new machines, which are exactly alike, except for the manual and electric operating features. Sleek, streamlined and modern in design, they are covered with a material which the manufacturers have called "Leatherowe", a simulated leather, highly durable and easy to maintain, which may be obtained in the seven different colors most commonly used to decorate bars. taverns, restaurants and other locations. By providing a machine which matches the decor of the location, the operator can now offer what is practically a custom installation in each outlet, without additional expense. For special cases with unusual color problems, the manufacturers will cover the machine with suitable matching material, if the operator wishes to supply it.

Another unusual feature of both machines is the ease of loading. They can be completely serviced from an upright position by any serviceman, however tall or short. This, it is claimed, saves considerably on the time and expense required for normal servicing.

Capacity of the Diplomat Consoles is over 300 packs per machine and the mechanism includes the standard Rowe shift column in four of the eight columns, to provide essential capacity for the fastest selling brands. The first pack in the machine is the first pack sold, eliminating the danger of stale cigarettes.

Fruit-O-Matic Offers New Model Refrigerated Vendor

LOS ANGELES—J. C. de Graaf, sales division of the Fruit-O-Matic Manufacturing Co., says the firm will begin the new year by offering a completely new model of the refrigerated *Fruit-O-Matic* vending machine. He says the new machine and the placing of them will mark another important step in food distribution by bringing the products of farms in their most appetizing condition to the consumer.

He says the fruit vendors have proved profitable in railway terminals, bus stations, office buildings, factories, schools and similar locations.

The vendor has been tested over a period of two years, de Graff states, and its appeal to the consumer is a proven fact. Ten machines were tested in the Greater Los Angeles area during the 2-year period, with the average gross income showing to be over $3,200 per unit per year. Some locations have also shown very high earnings, including a university location that grossed $8,750 for one machine in a year's test, and a YMCA spot that grossed over $3,300 in a year for one machine.

From the operator's standpoint, vending fruit offers advantages in controlling the profit margin that may not be found in other vendors. Also, there are seasonal fruits that may be used instead of apples during the periods in which such fruits sell fast. Apples are the staple product for the vendors and apples that sell for a nickel may be purchased for two cents or less, while fruit selling for 10 cents may be purchased for three to four cents.

The vendor is selective, with four choices, and the firm suggests that three belts may be loaded with 10-cent fruit and the fourth carry nickel items. The machine will sell apples, oranges, peaches, pears, or even grapes and cherries, holding 208 units in all. The machine may also be used as a refrigerated vendor for other food products, the temperature being adjustable.

BOTTLERS HEAR EXPERTS ON SOFT DRINK VENDORS

DETROIT—Rowe Manufacturing Co., Inc., introduced its new 2-flavor bottle vendor at the 31st annual convention of the bottling industry, sponsored by the American Bottlers of Carbonated Beverages, held Nov. 14-17 here. News of the vendor and also of the Rowe milk vendor had appeared in newspapers earlier. The bottle vendor is said to be similar to the milk vendor which Rowe has developed for its own operations. (Rowe bottle vendor is described in *New Machines* column).

Rowe was one of the five manufacturers showing bottle vendors and this number would not indicate a great surge to vendors, in view of the many manufacturers that are producing bottle machines. But these are what may be called independent manufacturers of bottle vendors, the great promotion and interest in bottle vendors in recent years having been sponsored. by

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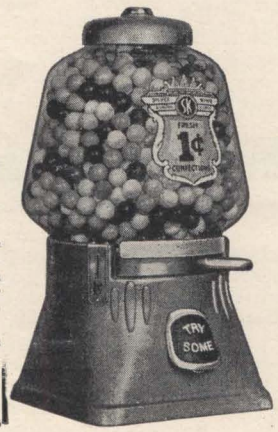

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All kids go for Gum Balls. And they all go for Charms. So here is a dispenser that gives them both for a single coin. This combination, double-barreled machine keeps the money pouring in when run-of-mine dispensers no longer attract attention. It's a winner any time, anywhere. Big demand predicted, so order now for immediate delivery.
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major syrup makers like Coca-Cola, Pepsi-Cola, Dr. Pepper, etc.

Evidence from many sources show that interest in vendors is still growing at a rapid rate among bottlers. Some still resist the vendor idea but the big syrup makers still push vendors with all vigor in order to secure as many outlets as possible. For example, at about the time of the bottlers' convention, Coca-Cola and Pepsi-Cola were also displaying vendors at a national hotel convention in New York.

The bottlers' convention management had banned the display of cup type vendors at the 1949 convention and the subject of cup vendors was also omitted from the special conference on vending machines. Omitting cup vendors was explained as a logical step in a bottlers' convention. As reported in the last issue of THE REVIEW, however, a bottling trade paper had reported that a big issue in the industry was now bottle vs. cup vendors as to value in selling soft drinks. Pepsi-Cola displayed a cup vendor at the hotel convention in New York as well as bottle vendors.

Robert W. Wagstaff, Vendo Co.; Wm. A. Kelley, Ideal Dispenser; and E. A. Terhune, General Vending Machine Corp., constituted a special panel of experts for the vending machine conference session, to answer questions from the floor and also to express views on a list of questions about vendors which bottlers had sent in. As would be expected, one question asked about single-flavor as compared with multi-flavor machines.

Terhune said there is a place for both types. He suggested that single-flavor machines are suited to the larger stops where more than one machine will be placed. On the question of the value of coin changers with drink machines, Wagstaff said that in most locations a changer increases business, in many cases by as much as 20 per cent.

Wagstaff reported that Vendo Co. survey indicated there are about 460,000 soft drink vendors in use now, and that possible locations exist for as many as 2,000,000 machines. He said that expansion in placing of vendors will come in the small outlets, places employing fewer than 20 persons. This is a big reason for the increase in small size machines, he said.

Bottlers were also challenged by predictions of these experts that vending machines would eventually sell 40 to 50 per cent of the volume of soft drinks consumed.

MERCHANDISE

(Continued from Page 17)

Matic promises to put new activity into the apple and fruit vending field in 1950. The apple crop has been bountiful and profit margins are said to be alluring.

Candy Bars—Buying of materials in the big markets by candy makers slowed as usual in December. Even the cocoanut market reported that candy makers were not so evident. Corn products and cocoanut markets reported the candy trade as buying actively during November, however. More details on candy will be found in the department on *Candy Vending*.

Chewing Gum — Final year's reports from major chewing gum manufacturers were not available for this review. The best news is that chewing gum manufacturers as a group showed more interest in the vending machine trade, by their exhibits at the NAMA convention, than ever before. One firm announced lower prices on ball gum.

Chocolate—In market circles there is talk that high coffee prices might increase the use of hot chocolate and the question arises as to whether operators of the hot drink vendors will notice such a trend. Price of cocoa beans, of course, has changed up and down often for many weeks. Europe is still taking a lot of the bean supply and that may hold prices up.

Cigars — The government report shows that cigars selling up to 15 cents began making big gains in sales in October, nickel cigars showing a gain of about 18 per cent over Oct. 1948; more expensive cigars show declines as compared with 1948. Sales of all types of cigars were about 2 per cent below the 1948 annual record.

Cigarettes—Much interest centered in reports of the major manufacturers for the first nine months of the year, showing P. Lorillard, Philip Morris and American Tobacco Co. having made decided gains in earnings in the order named. R. J. Reynolds had not issued its report. The final annual reports of these majors should be available by February.

The tax revenue report for the first ten months of 1949 showed cigarettes making slightly more than one per cent gain over the same period in 1948, that is, on small cigarettes. King size cigarettes gained 11 per cent over the first 10 months of 1948 and are said to have increased the profits of some manufacturers considerably. For October both sizes of cigarettes showed a decrease as compared with Oct. 1949. Thus, cigarette revenues were off for the months of April, July and October as compared with the previous year.

Coffee—The showing made by coffee vendors at the 1949 convention of NAMA suggests that this type of machine will make great progress in 1950; interest in the machines has been quickened considerably. All the noise about coffee prices may soon subside and should not affect the

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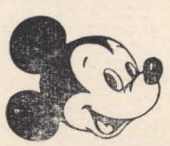

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concentrates used in vendors. An official of Brazil has announced that coffee supply should be ample for 1950 and that speculation on prices should not occur. A Senate committee has investigated the subject and has turned the light of publicity on some of the causes of the big price boost. A Dept. of Commerce report says next year's coffee crop should be normal or better than normal, but that long term view is for high prices because coffee trees are decreasing.

Cookies—The best news is that at least three suppliers of cookies were exhibitors at the NAMA convention, thus showing decided interest in vending machine outlets.

Hosiery—Retail sales of nylons showed the usual holiday spurt. Allocation of nylon yarns may limit supply of hosiery for three months or more.

Ice Cream—Retail sales held up better than seasonally during the fall and the first 10 months dropped only 3 per cent below the same period in 1948. All this gives encouragement that consumption may start upward. Manufacturers of ice cream vendors made an excellent showing at the NAMA convention and the new year should bring a big expansion in the use of ice cream vendors.

Juices—Financial papers have featured reports on the big advances being made with frozen juice concentrates and the vending trade is awaiting the project of Vendex Corp. in vending juices using frozen orange concentrate base, to start early in 1950. Reports say frozen juices have greatly boosted the frozen food business and given it a new outlook. At the end of the year the citrus juice market was described as "unsettled." Whatever else may result from all the frozen juice promotion and publicity, it will increase consumer interest in juices considerably and should help the vending cause.

Milk—Selling milk by machine received increased recognition at the NAMA convention and considerable increase in this field is expected in the new year. The official view is that prices on dairy products will decline during the year. Trade leaders say total consumption of fluid milk may decline, that use of milk in manufactured products will take a greater supply.

Nuts—Holiday trade dominated the market for the last two months; almonds remained steady in price and import duty was not changed; there were some reports of slightly reduced prices on cashews.

Peanuts—Use of peanuts by candy trade increased during the fall but use for salted peanuts dropped some. The Virginia and Texas regions reported new crop selling at above support prices in some cases, but the general average price for all regions was about one cent below government support prices. The world peanut crop in 1949 set a new record but the U. S. crop was about 20 per cent below 1948, dropping the lowest since 1941. Hence, markets report visible supply of shelled peanuts as low. The Chicago market reported good demand, market strong and prices much higher, demand for Spanish increasing.

Pop Corn—No reports of consequence have been received since the annual pop corn trade convention.

Soap—Not reported in the *Merchandise* column for a long time, soap vendors got a slight revival of interest when Alco-Deree Co., Chicago registered soap vendors for showing on the NAMA convention list.

Soft Drinks—Showings made by syrup manufacturers at the NAMA convention give a big boost to the business of selling soft drinks by machine. Reports of some of the major syrup makers recently became available for the third quarter. Dr. Pepper reported a recovery in the third quarter, after decline in the first six months. Unit sales were said to be as high as last year but lower syrup price and higher sugar reduced earnings.

New Business

NEW YORK—Financial and other papers have been carrying an advertisement of a new type of coin-operated business, called the Stitch-in-Time Systems and the idea is that it will be a new service store somewhat like the coin laundry service stations.

Current ad shows an attractive store front and the copy says: "America's Most Sensational Business Opportunity. Stitch-in-Time Systems, an essential service. Stores consisting of coin-operated sewing machines, fabrics, thread, zippers and patterns. All products of AAA-1 companies. Potential earnings over $25,000 first year, plus continual annual revenue. No franchise payment or fees involved. Exclusive state distributorships available."

Coca-Cola reported a decline in the third quarter, most of the decline occurring in Sept.; unofficial reports indicate that Coca-Cola sales also declined for the last three months, because strikes closed so many plants where Coke vendors were placed.

Both Coca-Cola and Pepsi high officials said soft drink sales were off for the entire year, in spite of the hot summer. President Mack (Pepsi) estimated that total 1949 sales for the industry would fall 8 to 10 per cent below the record sales in 1948. A Coca-Cola official said it was due to the recession.

Praise for National Devices

ST. LOUIS—Officials of National Rejectors, Inc., are justly proud of a feature article published in the fall issue of *Steel Horizons*, house organ of the Allegheny Ludlum Steel Corp., of Pittsburgh. The article bore the title, "Magic with a Nickel," and relates some of the human interest developments in the coin machine trade, with special emphasis on the part that National slug and coin devices have played in this marvelous growth.

Stress is also placed on the importance of the coin changing mechanism made by National, stating that in some places a vending machine may lose as much as 80 per cent of possible sales because people do not have proper change in their pockets. National began making coin devices 14 years ago, the article states.

Cig. Prices Up Acct. Tax

SEATTLE—Price changes on cigarettes were in order throughout the state, following a long process of legislation and court tests. State authorities had asked all wholesalers to have the additional tax stamps on by Dec. 6. The original tax amounted to two cents per pack and the new law adds two cents more. The usual retail price had been 21 cents per pack and dealers added the increased tax.

The Legislature had passed a bonus for veterans, bonds for which were to be paid off by a 4-cent cigarette tax. A superior court decision earlier in the year declared the bonus law unconstitutional. Then, tobacco wholesalers joined with the VFW in framing a bonus law that met court tests as a result of a friendly suit.

The neighboring states do not tax cigarettes, hence state tax officials are glad that Congress passed the Jenkins law.

Delicious Flavor . . . . . Finest Quality
Schutter's
OLD NICK
Richest Milk Chocolate
OLD NICK
Schutter's
BIT-O-HONEY
T.M. REG. U.S. PAT. OFF.
INGREDIENTS: CORN SYRUP, SUGAR, ALMONDS, PEANUT OIL, CONDENSED MILK, CORN STARCH, DEXTROSE, SOYA PROTEIN, HONEY, DRIED EGG ALBUMEN, SALT, LECITHIN, ARTIFICIAL FLAVOR.
BIT-O-HONEY
"Oh Boy! OLD NICK is a WONDERFUL Candy Bar!"
One of the few Nationally Advertised Candy Bars. You can offer and sell it to retailers everywhere in the U.S.A.
"A Honey, Honey, HONEY of a Candy Bar!"
. . . Unique FLAVOR . . . marvelous NAME . . . finest QUALITY...NATIONAL Advertising...make BIT-O-HONEY America's fastest-growing Bar.
SCHUTTER CANDY DIVISION, St. Louis

The NATION'S CAPITOL

CHANCE TO KILL COIN MACHINE TAX IN 1950 . . . INDUSTRY COULD GET DOUBLE "SOCK" . . . 10c CANDY BAR POPULARITY BUILDING

Reported by R. S. RAMSEY

Federal Excise Tax

For the first time in many years, there's an outside chance for repeal of the coin machine tax in 1950. The idea is to abolish all excise taxes except those on liquor and tobacco, and make up for the lost revenue by a general tax at a uniform rate on every manufactured article except food products. Several Congressmen will introduce bills to that effect early in the new session. The powerful National Association of Manufacturers has endorsed the proposal and the group's support may force hearings by the House Ways and Means Committee.

In ordinary times, the proposal would have the chance of the proverbial snowball. NAM support of any measure in the era of the New Deal and the Fair Deal usually provides the kiss of death. In addition, the Democratic platform for 1948 flatly declared, "We are opposed to the imposition of a general federal sales tax."

However, Uncle Sam has run up deficits in 17 out of the last 19 years, with the current fiscal year slated to run about five billions in the red. A number of excises—not including the coin machine levy—are slated for cuts anyway. Finally, sales taxes, though sworn at, have become prevalent in many cities and states in the last few years, and the idea has a reluctant public acceptance. Only once in history has any sales tax been before Congress and that was during the past session when the legislators imposed the D.C. levy by a narrow margin.

Here's how the proposed federal sales tax would affect the Industry if enacted: The ten-buck amusement machine fee and the $100 gaming device tax would be lifted. A tax yet unspecified but probably 2 per cent would be placed on all coin machines at the manufacturers' level. This would inevitably be passed down through the distributor and on to the operator. Thus, on a machine with a plant value of $300, the cost to the operator would be increased by six dollars. His total tax cost on that machine would be the six dollars instead of the present ten or a hundred every year.

That sounds wonderful, but it must be remembered that the operator, along with everybody else, would be paying a small additional amount for clothes, a car, a can opener and every manufactured product that can't be eaten.

Regardless of what stand, if any, the Industry takes with regard to swapping excises for a national sales tax, there is one factor that operators and their associations should look out for in the event the proposal gets out of its present talking stage and into a hearing status. That factor is whether or not sales tax bills include the coin machine levy among those excises to be abolished. It would be a sorry note if operators had to pay a tax on everything they buy and still got stuck with the same excise tax on their business.

Be On Guard

It is already generally agreed among proponents of the legislation that liquor and tobacco excises will be kept. The Industry must be on guard to make sure that the coin machine levy isn't put in the same class with hootch and smokes. This column will report all developments, but since it only appears monthly, it would be well for trade associations to request their individual Congressmen to mail them copies of any bills proposing a federal sales tax.

At the close of the year, the proposed legislation was still nebulous and the odds were against much action. Congress, however, is highly unpredictable.

Despite a slender upturn in October, collections from the coin machine tax during the 1950 fiscal year have been running behind the 1949 fiscal year. According to the Bureau of Internal Revenue, receipts totaled $15,711,557 in the first four months of the current fiscal year as compared with $16,153,771 for the July-October period last year. October collections amounted to $660,449, while October, 1948, brought in $43,925 less.

Retail business around the nation picked up a scant 2% in October over the previous month, but still left 1949 trailing behind 1948, according to a Commerce Department business survey. Nationally, business was down 6% from October, 1948, with the cumulative totals for the first ten months of 1949 off 2% from the comparable 1948 period. Some coin machine locations were better off than the retail average; others were worse off. Comparing the past October with October, 1948, department stores were off 12%; drug stores, 4%; filling stations, 1%; bars, 10%; and eating places, 8%. Very few types of retail places showed an increase over the 1948 month, the list being restricted to furniture stores, radio-TV stores, and auto retailers.

Candy Developments

After a recent meeting between a committee of candy makers and the Federal Trade Commission, it appeared that the proposed candy code for the industry would be adopted without change. The draft of fair trade practices rules was made jointly by FTC and the National Confectioners Assn.

Commerce Department's annual report on confectionery sales for 1948 shows that not only did candy sales hit an all-time record of slightly more than a billion dollars but that 1948 sales directly from manufacturer to venders reached a new peak of 3.2% of the total candy market. In 1947, the percentage of direct sales to vending machine operators was 2.9%.

Though dollar value of candy sales at the manufacturing level was hitting a new top, poundage sales of 2.6 billion pounds were some 131 million pounds short of the record set in 1944. According to Commerce, 1948 marked the end of the days when an individual confectioner with an established product could ride a tide of generally increasing business such as that of 1947 when the industry's sales went up 39% in a single year. Despite record dollar sales during 1948, more than half of the nation's candy makers reported less business than in the previous year—indicating that a few producers with enormous gains pulled the whole industry to a new level.

As a barometer of the public taste in candy, it is interesting to note that bar goods were the most popular, while package candy nosed out bulk goods as the next in volume. A general acceptance of higher priced bars was also indicated in the survey. While the poundage of bars retailing at a nickel dropped 14% from 1947, the amount of dime bars bought climbed 53%. Top candy market continued to be New York, with Pennsylvania hanging on in second place. California, however, passed Illinois for third position. The four leaders, together with fifth place Ohio, accounted for 38% of the total sales in the nation.

●

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Sell more Merchandise than any other Machines made

CANDY or CIGARETTES

Over twenty years of vending experience has directed three years of experimental engineering to make the new U-Select-It Venders the most trouble-free merchandise venders on the market today. New from the ground up, these machines are the biggest volume-getters ever to hit the automatic merchandising field. DON'T DELAY—send your order in today! Sweeten up your route with the newest, smartest and sharpest machine made—and watch your sales bounce!

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in

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ASK US HOW to add money-making candy vending to your present operation.

MANUFACTURED AND SOLD BY:

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Vending Machines Finance a College Education

There's a new variation to the old routine of working one's way through college—and it's being demonstrated by two up and coming juniors at San Jose State College, Al Hooning and Don Wagner, who own a lucrative coin radio route.

Last year while Al was taking a course in Small Business Operations, he was faced with a couple of problems. First of all, he had a term paper to write, the subject still unchosen. Secondly, and more important, his check book told him that unless fortune soon smiled this would be his last quarter in school.

Hooning solved his first problem by selecting the operation of a vending machine route as a subject for his report. To gather research material he contacted vending machine men within San Jose and San Francisco. On one of his trips he ran across an operator who had for sale a number of coin radios all located in a hotel about three blocks from the college. The price was so ridiculously low that Al went home and proposed a partnership to Don Wagner, his roommate.

While Don wasn't quite as insolvent as Al the sum total of their pooled finances left them $1700 short of the asking price. As Don puts it, "We both must have honest faces. No two persons could have been more surprised than we were when the loan officer at the bank O. K.'d the application."

Within two months after their purchase the boys found out why the sales price had been so low. New management took over the hotel and gave them just thirty days to remove the radios. Conditions were serious. A ninety dollar bank payment was due. Other hotel operators within the city refused to discuss a coin radio proposition with a "couple of kids." In desperation they sold five of the units to meet the loan installment. Then Al Hooning began to solicit some of the better motels with one of the radios in the back seat of his car. At the first motel the operator growled that his experience with cheap radios had given him nothing but a headache. He wouldn't even look at Al's sample.

On his next stop Al boldly carried the radio inside the office. The expensive looking console caught the owner's eye and he signed a lease for twenty locations. Using the same aggressive sales tactics Al and Don were able to locate all of the radios within a week.

This year, so far, their expert choice of locations has netted them 14 per cent on their original investment. That this figure is correct was amply demonstrated by Al as he showed me his bookkeeping records. Both partners had paid themselves $2 per hour for their labor; tax free income in the form of depreciation amounted to 10 per cent and eight cents per mile had been charged for the use of their car.

Al, who keeps the books, uses a simple double entry system with a general journal and ledger. Every transaction is recorded in the general journal and then posted monthly to the ledger accounts.

Much of their success lies in their expert use of good merchandising methods. To encourage the use of the units a weekly radio program is provided. The partner who makes the collections places this under a thick plate of glass which tops the radio. Besides providing protection against cigarette burns, the glass top lends a pleasing appearance to the radio. The mahogany finish is brightly polished at each visit and both partners go out of their way to solicit suggestions from location owners.

What started out to be a part time financial aid for Don and Al promises to turn into a full time after college venture. They're even planning for expansion. Right now Don is working for a company that sells ice cream through automatic vending machines with the intent of buying into the route for the partnership. At the same time Al is dickering with a television company for some more radios.

Farmer Adds to Vendor Lines

SEATTLE—Bert Farmer ("Farmer Bert") came back from the recent NAMA show at Atlantic City with the appointment as *Cigaromat* representative.

The Cigaromat, vending at 5c, 10c, 15c, 20c, 2 for 15c or 2 for 25c, is expected to be as profitable a vendor as other lines distributed by "Farmer Bert." These include the Arctic ice cream vendor, the Revco, ice cream-in-a-cup, dispenser, National Vendors, Inc. cigarette machines and Victor and Acorn bulk vendors.

NEW MACHINES

Manufacturers are requested to send announcements of all new machines and products to THE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. for free listing in this department.

A & A CO., Inc., 1133 South Ave., Plainfield, N. J.—Cigarette vendor that has no motor, solenoid action delivering pack, matches and change; each column price may be easily changed within 15-cent price range; four dual columns, capacity of machine 368 packs.

ALKUNO & CO., Inc., 408 Concord Ave., New York 54, N. Y.—New cigarette vendor in two models, one with built-in match unit; vendors have four columns and will hold 100 packs; two columns will hold king size packs; large glass display panel to amply show revenue stamps.

ATLAS TOOL & MANUFACTURING CO., St. Louis, Mo.—Vendor for ice cream bars called *Colsnac;* holds 100 bars ready to vend and 100 in storage.

AUTOMATIC PRODUCTS CO., 250 West 57th St., New York 19, N. Y.—New model of the *Refresh-O-Mat* beverage vendor, to offer soft drinks, hot chocolate or soup; has three syrup tanks and will dispense either six or nine ounce cups; has new cold control refrigeration, and hot water kept uniform through special thermostat; cabinet made attractive with stainless steel canopy, South Seas decorations, etc. The firm has also redesigned the front of its cigarette vendor, the *Smokeshop.*

BADGER VENDING MACHINES, Inc., 1116 Empire Bldg., Milwaukee, Wis.—Ice cream vendor dispensing in cups; constructed with three circular columns rotating around an axis in vending mechanism; customer sees product through three windows in cabinet; cabinet 63 inches high, 34 inches wide and 32 inches deep; capacity of 315 cups.

COAN MANUFACTURING CO., 2070 Helena St., Madison, Wis.—New model candy vendor called *Streamliner U-Select-It;* new machine developed during three years of experimental work; will display 25 different bars in front of machine; compact and mobile, cabinet white baked enamel finish; mechanism called the most modern and efficient in candy vendor field.

Availability: Reported in production.

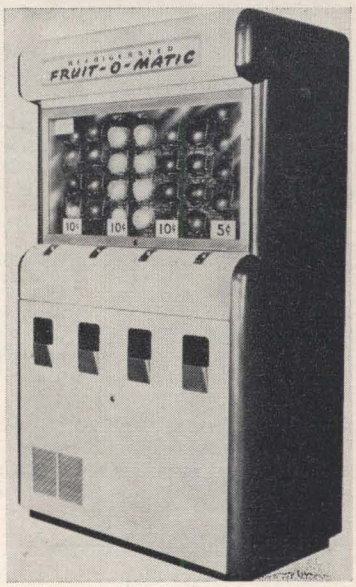
H. C. EVANS & CO., 1528 W. Adams St., Chicago 7, Ill.—A console type of game called *Coaltown;* coin chute takes up to 16 coins, single entry, on one play; player may insert coins until desired odds are obtained; player may also get additional entries by inserting more coins up to six.

Availability: Reported in production.

EASTERN ELECTRIC VENDING MACHINE CORP., 1775 Broadway, New York 19, N. Y.—A 10-column model of the C-Eight Laboratories line of console electric vendors for cigarettes; capacity 400 packs; a deluxe model with chrome top will also be offered.

FUTURAMIC MACHINES, Inc., 20 East 35th St., New York 16, N. Y.—New model *Koffee King* vendor for hot coffee, distributed by Koffee King National Distributing Corp. Model has new heating method which dispenses with tank, each portion of water being heated in time cycle of five seconds; capacity 900 cups, front loading, refrigeration and water pressure automatically controlled, improved mechanisms.

FRUIT-O-MATIC MANUFACTURING CO., 5225 Wilshire Blvd., Los Angeles 36, Calif.—Refrigerated machine for vending apples and other fruits; cabinet over six feet high, 45 inches wide and 24 inches deep, with frost-free display window; capacity 208 pieces in four columns, each column having its coin mechanism; will sell apples, peaches, pears, oranges (or even grapes and cherries in air tight containers); profit margin on fruits is attractive and can be varied; machine will sell other



merchandise than fruits; sanitation features superior to over-the-counter sales.

Availability: Reported in production.

D. GOTTLIEB & CO., 1140-50 N. Kostner Ave., Chicago 51, Ill.—Five-ball game called *K. C. Jones;* offering Gottlieb features in flippers, bumpers, etc.; mystery roll-over kicker, flashing semaphores for railway theme, animated train, railway theme in bumpers, extra high score features, new type progressive sequence, and other major points.

Send Details

More and more manufacturers are helping to make this department of greater interest to operators by sending us full details on all their new machines as soon as they are ready for announcement to the trade. Manufacturers are requested to put THE REVIEW on their mailing list to receive prompt announcement of new machines. Please list the points that you think will be of interest to operators.

GENERAL VENDING MACHINE CORP., 549 W. Washington St., Chicago 6, Ill.—Bottle drink vendor called *Selecto* that offers up to 23 flavors; selection button brings bottle into view behind plastic window, then inserting coin automatically delivers bottle shown; cabinet approx. 65 by 29 by 19 inches; will handle bottles from 6 to 12 oz., holds five cases with three and one-half cases in vending position.

IHLE MANUFACTURING CO., 1414 S. Central Ave., Glendale 4, Calif.—Juice dispenser using frozen orange juice concentrate, non-coin controlled but operators have shown interest in the new field; compact dispenser weighing 20 pounds, capacity two gallons; will dispense other juices than orange.

O. D. JENNINGS & CO., 4309 W. Lake St., Chicago 24, Ill.—A new bell called *Sweepstake Chief,* in the well-known Jennings Chief line; chrome front, direct feeding of every ninth play to major award jackpot; one large super jackpot, five different jackpot symbols, attractive top glass has light that flickers when machine is played, colorful award glass.

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PENNY KING CO.

415 Neptune Street, Pittsburgh 20, Pa.

How It Looks

There's a healthy number of new machines in the Industry as a new year begins. The annual NAMA convention served to bring out a number of new machines in the automatic vending field in time for early 1950 trade.

In amusement games, it's shuffle-bowling type of games in what seems to be a good boom. The November REVIEW called attention to this beginning tide.

A national music convention in March will spotlight music developments and progress.

J. H. KEENEY & CO., 2600 W. 50th St., Chicago 32, Ill.—Game in the shuffle-bowling class called *Pin Boy;* cabinet 8 by 2 feet; scoreboard registers points, also bowling scores as strikes, spares, etc.; backglass offers semblance of 10 bowling pins set in standard triangle; lights go out to simulate pins being knocked down; puck return is automatic.

Availability: Reported in production.

LYMO INDUSTRIES, Inc., 2640 W. Belmont Ave., Chicago 18, Ill.—Dual model of the *Lion* cup drink vendor, shown at NAMA convention.

ROWE MANUFACTURING CO., Inc., 31 East 17th St., New York 3, N. Y. —Introduced new bottle vendor at national bottlers' convention, Detroit; two flavors and completely automatic; features mechanism which permits both sides of vendor to be used at same time; cabinet approx. 72 inches high, 41 inches wide, 32 inches deep, weighs 630 pounds.

RUDD-MELIKIAN, Inc., 1947 N. Howard St., Philadelphia, Pa.—New model coffee vendor called *Model CR-3* of the Kwik-Kafe line; compact unit only 22 inches wide, holds 450 cups; sanitation features have been stressed in new machine, valves improved, new cup slide, simplified electrical system, more compact condenser, etc.

ROCK - OLA MANUFACTURING CORP., 800 N. Kedzie Ave., Chicago, Ill.—New game of the shuffle-bowling type called *Shuffle-Lane;* raised playfield to permit true shuffleboard technique; real gutters to simulate bowling alley conditions; slide-out mechanism drawer to facilitate repairs; made in two sizes, an 8-foot and a deluxe 9½-foot model.

Availability: Reported in production.

SUPERVEND CORP., 2506 Cedar Springs Ave., Dallas, Texas.—New unit which makes a four-flavor vendor of its well-known three-flavor machine; hot unit has been added so that hot coffee or hot chocolate may be dispensed; unit can easily be installed in Supervend models already in the field; two-gallon stainless steel drum for syrup concentrate which goes in vendors refrigerated compartment; hot water heating unit is controlled by thermostat.

STONER CORP., Aurora, Ill.—Three models of gum vendor, two of the models having four columns, and one with six columns; vendors have capacity of approximately 300 sticks or tabs.

TRAINING DEVICES, Inc., 1469 Electric Ave., Lincoln Park 25, Mich.—Shuffleboard type game called *Shuffle-Mite,* featuring real coin control so there is "no play without pay"; length 10 feet, permits two or four players at 10 cents for 10 minutes; scores kept on score boards attached to rail.

VENDMASTER CORP., Little Rock, Ark.—Shown at national bottlers' convention in Detroit; a two-flavor bottle vendor called *Vendmaster,* holding 132 bottles ready to vend and 44 in cooling compartment; has coin changer; cabinet is 69 inches high, 40 inches wide and 24 inches deep.

VICTOR VENDING CORP., 5701-13 W. Grand Ave., Chicago 39, Ill.—Triple-unit *Topper* model, similar to the Double-Unit model described in this column for November; offers advantages in space when vendors are placed in batteries.

Availability: Reported in production.

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A route of NORGE Electric Ice Water Dispensers will provide you with a steady income for years to come. No water servicing! Patron uses bottle or tap water. You provide and maintain electric dispenser. Patron pays small monthly fee. Route of 200 will net you $1,000 a month on a moderate investment and you can operate from your own home. 500 machines tested in 2 cities attest feasibility of our plan.

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Rush Bowling Game by Air

SAN FRANCISCO—Emarcy Distributing Co. attained some fame in the business world when Slick Airways delivered some new bowling games to the firm, the first of the make delivered to the West Coast.

The games were the *Bowl-O* bowling game made by Sutphen Products Corp., New York, and Emarcy is distributor for the northern California territory. M. H. Rosenberg, president of Emarcy, had placed the order while on a trip to New York. The air express delivery was made within 24 hours after the pickup in New York.

Novel Liquor Dispenser

PHILADELPHIA—Among the unusual new devices shown during the NAMA convention in Atlantic City, Nov. 27-30, was a push-button bartender made by Rudd-Melikian, Inc., here and known in the automatic vendor trade as the makers of *Kwik-Kafe* hot coffee vendors.

Lloyd Rudd and Cy Melikian, officials of the firm, said the new device was developed from their coffee machine and was built as a convenience in serving drinks at showings in hotel suites. Then they were urged to put it on the market. It makes its own soda and has a capacity for 500 cups of ginger ale; it will hold a gallon and a half of liquor in whatever form desired. Push buttons control the dispensing and the model had labels for Rye, Scotch, Ginger Ale, Soda. Customer mixes the drink himself by pushing the proper button.

The machine can be made to operate with coins, and to give change, the manufacturers said.

Joe Caldron to Head Sales for AMI Phonos

CHICAGO—John W. Haddock, president of AMI, Inc., announced the appointment of Joe Caldron as assistant sales manager in charge of the Chicago office of the firm. Haddock holds the post of sales manager.

Caldron was formerly assistant to Lyndon C. (Lindy) Force, manager of general sales for AMI, Force having died suddenly on Nov. 6 of a cerebral hemorrhage. Force had had a long and popular career in the Industry.

Caldron is a native of Chicago and entered the coin machine trade as credit manager for the Coin Machine Acceptance Corp., after a career in the banking field. He joined an AMI distributing firm in New Orleans in 1945, then became district manager for AMI in early 1946; 15 months later he was made assistant to Force.

Wurlitzer Improves Position

CHICAGO—Financial report of Rudolph Wurlitzer Co. for the first six months of its fiscal year—April to September—shows that its outstanding bank loans had been reduced in the period by about $2,650,000, leaving a present total of about $5,000,000. Consolidated inventories of the firm had also been reduced considerably in the period, standing at about $5,000,000 on Sept. 30.

The firm reported a loss of $250,036 for the 6-month period, but considered that the big reductions in bank loans and inventories was actually a great gain in the period.

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Rowe MANUFACTURING COMPANY, INC., 31 East 17th Street, New York 3, N. Y.
Member, National Automatic Merchandising Association

WORLD'S LEADING MANUFACTURER OF AUTOMATIC MERCHANDISING EQUIPMENT

Some Trade Gains In Popular Locations

WASHINGTON — Operators who have machines in taverns can take encouragement in the fact that trade in these locations seemed to start on an upward curve in 1949. At least, the brewing industry reported that beer output and sales made a slight gain over 10 months of the year, as compared with 1948. Some areas had marked increases in beer sales during the fall months.

The Dept. of Commerce showed eating and drinking places, drug stores and gas stations making a slightly upward trend in fall and early winter trade in dollar volume. However, the Dept. said that when trade is adjusted for all conditions and compared with the fall months of last year, eating and drinking places and gas stations were showing slight declines in trade.

Operators who have machines suited to super markets should make a drive for such locations, for the greatest optimism seems to prevail in the expansion movement in super markets. New ones at the rate of about 600 to 1,000 a year are said to be opening up.

State Legislatures Meet Early In Year

The past year was the big Legislative Year but there will be 16 to 19 state legislatures in session also in 1950, which means that operators in that many states may have to be on guard about unfavorable legislation.

It usually happens that from four to seven or more states hold special sessions, and ten states are scheduled to hold regular sessions in 1950, while California and Maryland will hold budget and revenue sessions.

Reports have also been current that New Hampshire, Pennsylvania and Washington would almost certainly have a special session early in 1950 to consider revenue and tax problems.

A list of states and scheduled date for 1950 legislative sessions to begin follows:

California	**March 6**
Connecticut	**(Began Nov. 9)**
Georgia	**Jan. 16**
Idaho	**Feb. 6**
Kentucky	**Jan. 3**
Louisiana	**May 8**
Maryland	**Feb. 1**
Massachusetts	**Jan. 4**
Mississippi	**Jan. 3**
New Jersey	**Jan. 10**
New York	**Jan. 4**
Rhode Island	**Jan. 3**
South Carolina	**Jan. 10**
Texas	**Jan. 15**
Virginia	**Jan. 11**

Report Music Installations

SEATTLE—A. S. Beutler, head of the new branch of the "Jones Boys" in Seattle, announced that R. F. Jones Co. was the exculsive distributor for the new Como Manufacturing Corp. *Hollycrane*. He expects this new miniature industrial crane to be one of the top coin-operated skill games in the northwest in 1950.

R. F. Jones Co., also, became the local representative of the Chicago Coin Machine company's 5-ball machines and of their new *Bowling Alley* which can be played by one or two persons and offers bowling game features for 5 or 10 cents.

Beutler reported a November spurt in Seeburg installations which he expected to continue right into 1950.

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Much Revenue Involved In Washington Court Decision

Since the amusement games trade had long looked to the State of Washington as an example of what happens, favorable and unfavorable, in the licensing of amusement games for revenue, including consoles and bells, the legal situation that developed in recent months will be of general interest.

At the time of preparing this review, there were certain points that mean a continued story in the developments for a time; they were:

1. A petition for a rehearing of the case by the entire nine judges of the State Supreme Court has been filed by attorneys representing operators. The original decision of the high court will not become effective until the court rules on whether it will rehear the case. (Petition filed Dec. 8 by a general taxpayer; also a previous petition had been filed).

2. Currently, only two counties in the State are reported to be actually moving to enforce the decision by compelling removal of the games specified in the decree.

The games situation, and the revenue involved, is so important to cities and counties as well as the State, that a special meeting of county prosecutors was held early in December, and 19 of them (of the total 39) decided games specified would have to be banned if the State Supreme Court adheres to its decision of Nov. 9.

3. There has been some question as to what types of games were affected by the high court decision. Newspaper publicity has referred to pin ball which includes a wide variety of games. Public officials most often refer simply to pin ball games. Legal authorities in the trade, at least some, have stated that the decision only covered machines of the cash payout type—consoles and bells.

4. As stated, two petitions had been filed for a rehearing. Attorneys representing two operators have stated that the case will be appealed to the U. S. Supreme Court if the State high court again decides unfavorably.

Many games operators have much at stake over the state in the outcome, but publicity in newspapers has rightfully emphasized the large amounts of revenue that will be lost by the state, also cities and counties. A Seattle newspaper said:

"The devices have been a major source of income to many cities and to the state. Public officials, as well as pin ball operators and hundreds of small business men in whose establishments the machines are

EXPAND WITH NEW MACHINES

placed, were concerned over the possible loss of revenue."

Revenue to the state has been roughly estimated at $3,000,000 a year and some have said a special session of the legislature would have to be called to find other sources to make up the lost revenue. Newspapers have reported that total license fees on all types of games has meant about $12,000,000 a year in revenue. Seattle took in $84,000 in pin ball license fees in 1949, licensing only non-payout games.

Some have suggested that a special session of the legislature might be called to legalize games involved, but the Governor is quoted as saying that the State did not want any part in the court proceedings and the outlook for special legislation to legalize the machines in question also seems to be out.

Trade leaders suggest that the best outlook for further favorable legislation will await the regular session of the legislature, and that cities and counties are certain to press for favorable legislation as they have done previously.

The situation that led to the high court decision of Nov. 9, declaring the games involved as gambling devices and hence prohibited by state law, arose in Spokane. The developments in that city have been reported in THE REVIEW for many months. A Spokane ordinance which banned certain types of machines was being tested in the courts. Two operators had sought to prevent the city of Spokane from arresting or molesting them while operating the machines in question. They were supported in this move by the operators' association. As the case started in Spokane the only type of machines involved seemed to be those making cash payouts.

A lot of legislative and legal history lies back of the situation. The high court based its decision on a 1909 law. Cities have claimed power to license pin ball, consoles and bells under a 1941 law.

In 1941, in Chapter 118 of the laws of that year, the state legislature by an overwhelming vote passed, on executive request of Governor Langlie, Senate Bill No. 224, which imposed a 10% tax on pin ball machines and a 20% tax on bell machines, the bill being signed by the Governor. Bell machines in clubs are expressly authorized by the legislature. This 1941 law set up elaborate machinery for collecting the tax and provided for regulations and bimonthly report forms by the State Tax Commission, and carried an emergency clause to the effect that the bill was necessary for the immediate support of the state government and its existing public institutions.

Said a city official of one of the larger cities of the State, who did not want to be quoted in the press:

"This 1941 law expressly provided that municipalities could also tax these devices and contained the provision that 'nothing in this title shall be construed to bar counties and incorporated cities and towns from regulating or prohibiting the operation of any such mechanical devices.' This provision authorizing counties, cities and towns 'to regulate or prohibit' these mechanical devices in their respective local areas can certainly be construed to be a legislative creation of local option with respect to such mechanical devices, which option the city of Spokane exercised.

"The express authorization contained in the 1941 law to regulate and tax pin ball machines in their respective local areas has been widely relied on by counties, cities and towns of the state.

"This provision has not been disturbed in four sessions of the legislature, which doubled the state tax in 1947, again with an emergency clause, and in 1947 (House Bill 13) and in 1949 (House Bill 205) refused to pass bills rendering pin ball machines unlawful.

"This express authorization seems to have been recognized by the prosecuting attorneys of the 39 counties and the city attorneys of incorporated cities and towns, these eight years. The deliberate legislative policy of the 1941 Act has been relied on for the past eight years in the public budget making by the state and its municipalities, and the sudden deprivation of this revenue will drastically upset public budgets, with little or no opportunity to the state or its municipalities to replace these lost revenues within any reasonable time, the alternative being drastic cuts in payrolls and other items."

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